

# KCStat

[kcstat.kcmo.org](http://kcstat.kcmo.org)

October 22, 2015

#KCStat

Planning, Zoning and Economic  
Development



# Planning, Zoning and Economic Development Goal

To develop a vital economy where there is opportunity for growth, particularly in historically underdeveloped areas; citizens have opportunities for creating wealth and prosperity; and visitors consider Kansas City a desirable destination.

# How to Get There: 2015 City Objectives for Planning, Zoning and Economic Development

1. Create and implement aggressive neighborhood revitalization plans that are consistent with Kansas City's comprehensive, long-range economic and physical growth plans with special attention to sustainable development projects or projects in historically underdeveloped corridors and neighborhoods. (2018)
2. Implement the City's long-range economic strategic plan utilizing the recommendations of the AdvanceKC strategic plan. (Tune up: 2017)
3. Implement programs that foster small business growth and development. (2016)
4. Implement the City Planning and Development Service Improvement Plan in order to streamline business processes and systems. (2017)
5. Enhance Kansas City as a destination for leisure and business travel through aggressive promotion of our community and continued investment in the City's convention and entertainment facilities. (Ongoing)
6. Prepare the airport terminals at KCI to meet and exceed the future needs and requirements for our customers and tenants to make KCI a world-class airport. (Ongoing)
7. Utilize arts-based strategies to support the creative sector in fostering economic and community development. (2017)
8. Increase support for economic prosperity of the creative sector. (Ongoing)
9. Develop a digital inclusion strategic plan for the City's part in the Kansas City Coalition for Digital Inclusion. (May 1, 2016)
10. Analyze the current and historic use of incentives in TIF, LCRA, 353, and PIEA areas to determine the ongoing need for development assistance. (2017)

# 2015 Measures of Success

## MEASURES OF SUCCESS

Measures of Success	FY15 Actual	FY16 Target
Percent of businesses rating the City as an excellent or good place to do business	65.1%	65.1%
Percent of businesses satisfied with overall quality of services provided by the City	60.1%	60.1%
Hotel room nights booked due to convention center activity	170,359	155,214



# Planning, Zoning and Economic Development: How we measure progress

## Objectives 5 & 6

KC as a Destination

181,342

Hotel room nights booked

near target



Private

Edit

## Objective 1

Place-Based  
Strategies

Dashboard page  
under construction



Private

Edit

## Objectives 2, 3, 7, 8, 9, & 10

Economic Devt.  
Strategies

65

Percent of businesses  
satisfied with KC as a place  
to do business

on track



Private

Edit

## Objective 4

Services for  
Businesses

60

Percent of businesses  
satisfied with quality of city  
services

on track



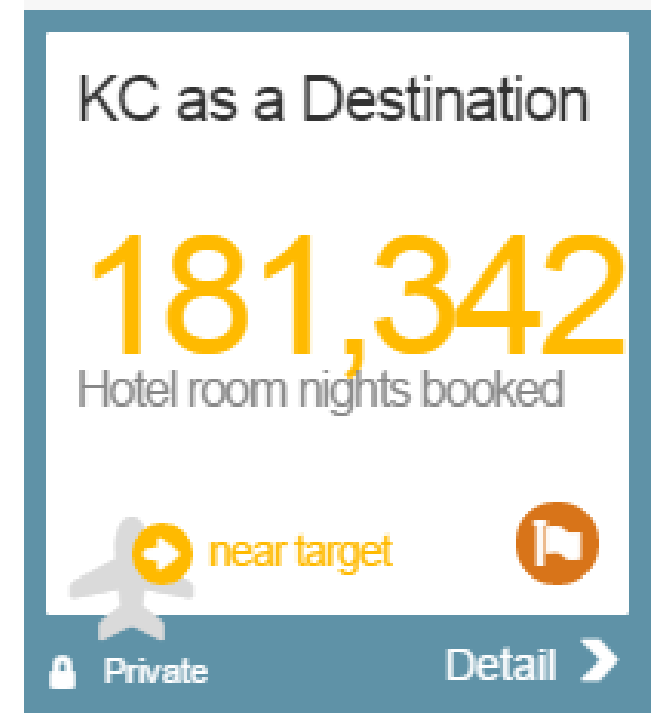
Private

Edit

## Objective 5

Enhance Kansas City as a destination for leisure and business travel through aggressive promotion of our community and continued investment in the City's convention and entertainment facilities.

### Objectives 5 & 6



# Hotel Room Nights

FY2016 Q1 (May – July) = 41,923

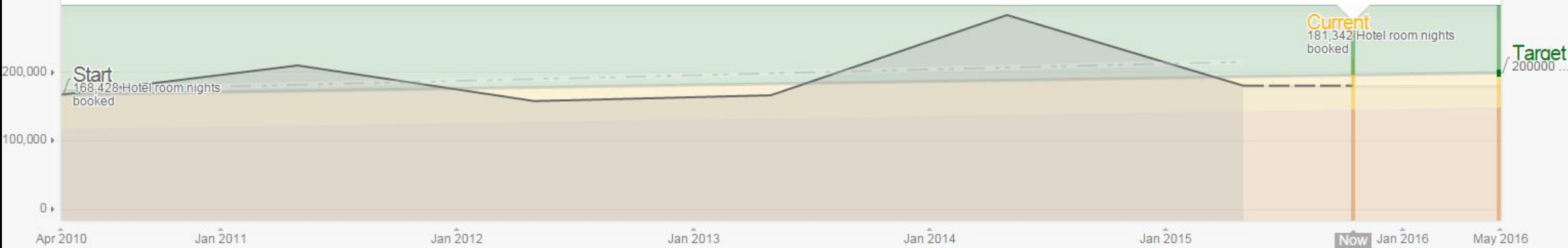
## Enhance Kansas City as a destination for business and leisure visitors

The key measurement for this priority is the number of hotel room nights booked due to meetings at the convention center. A decreased number of hotel room bookings (which are for future years) means that the city can anticipate a decreased number of convention visitors (resulting in less economic impact). The target for Fiscal Year 2016 is 200,000 room night bookings. [Explore the data](#)

**181,342** Hotel room nights booked  
Current as of Apr 2015

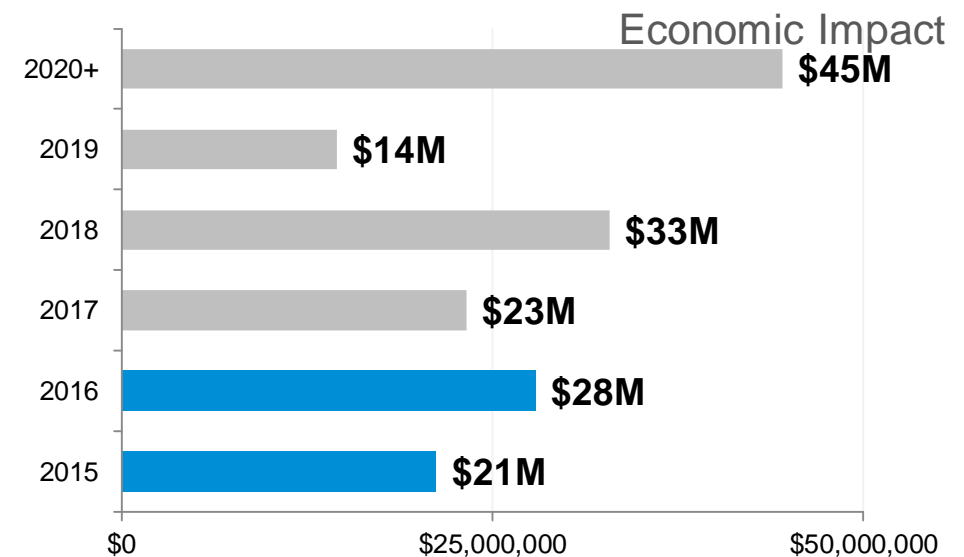
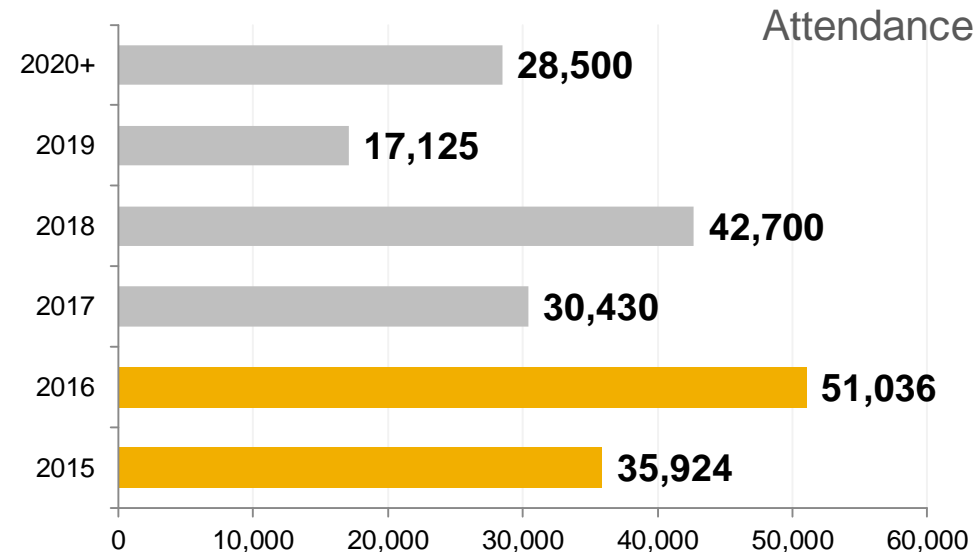
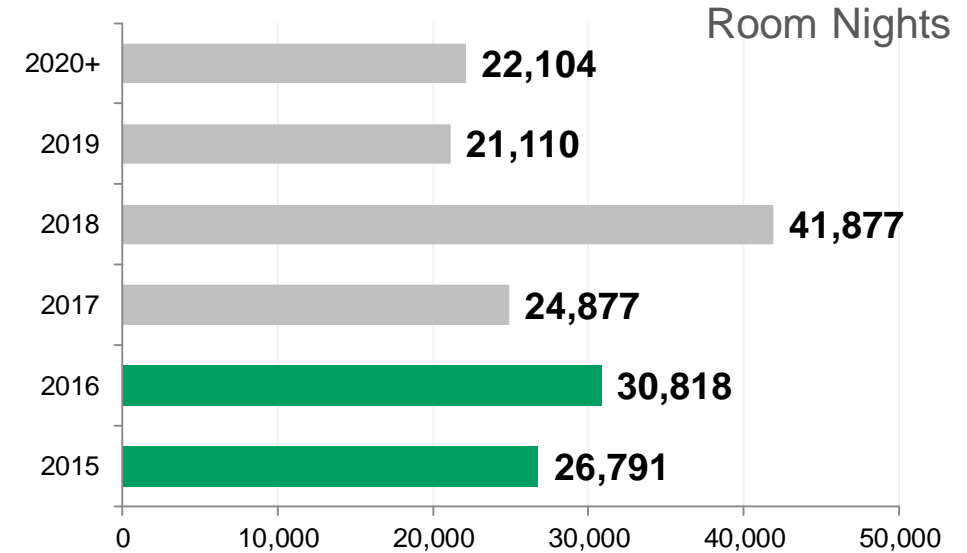
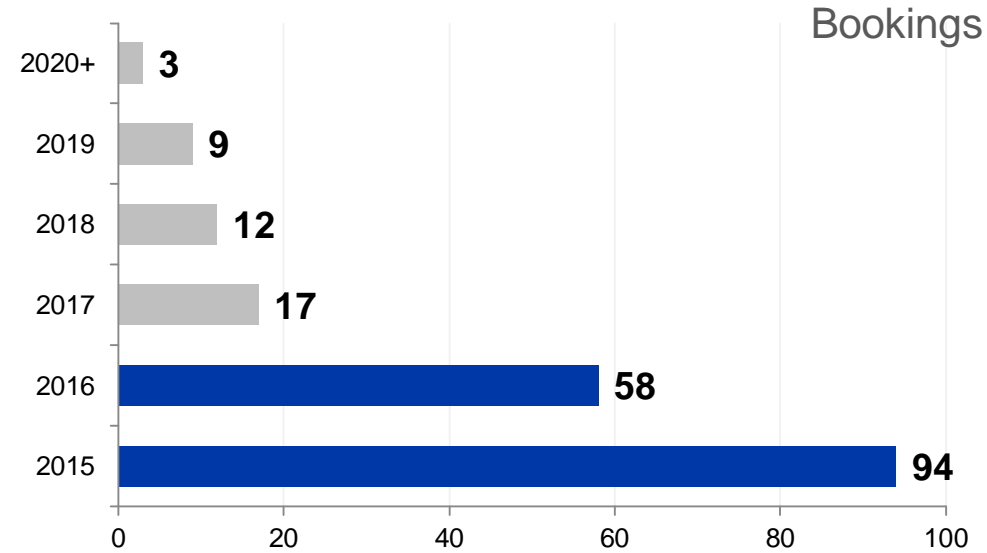
**200,000** Hotel room nights booked  
May 2016 Target

**Near Target**  
[Hide chart](#)



Source: Visit KC

# 2015 YEARLY PLACEMENT



# ROI (RETURN ON INVESTMENT)

## Convention Impact

Jan. 1-Sept 30, 2015  
Visit KC booked 193 meetings  
for future years.



96,266 Convention Center Room  
Nights

71,311 Non-Center  
Room Nights



\$164 Million Economic Impact

## Leisure Impact

For every \$1, Visit KC spends on  
advertising, we generate \$73 in  
visitor spending.



ROI was \$73

Visit KC's 2014 Marketing Campaign  
resulted in **99.2k** incremental trips.



Incremental room  
nights totaled **202k**



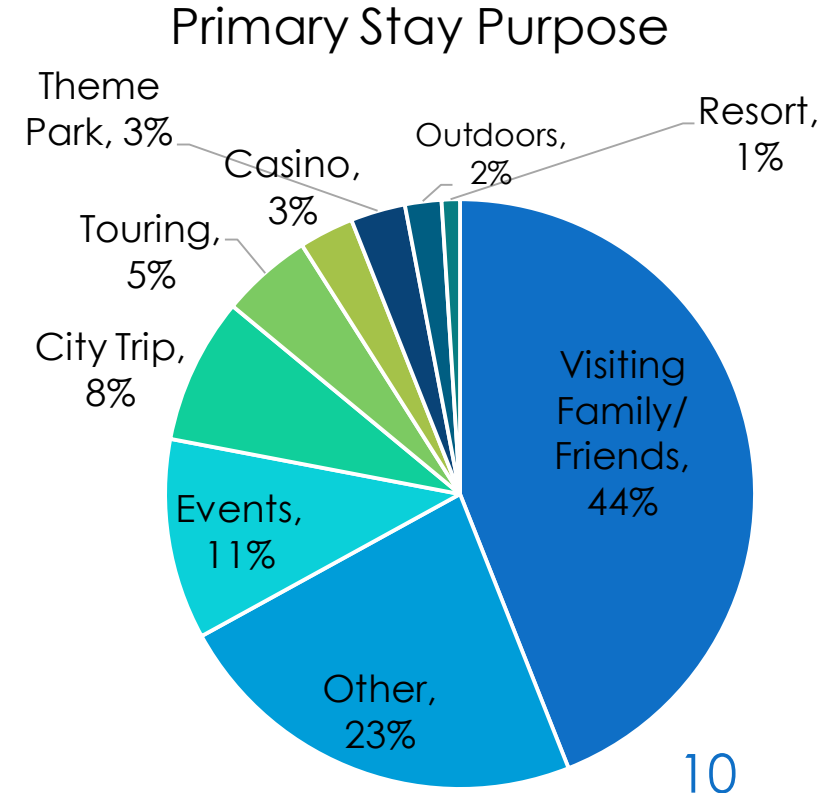
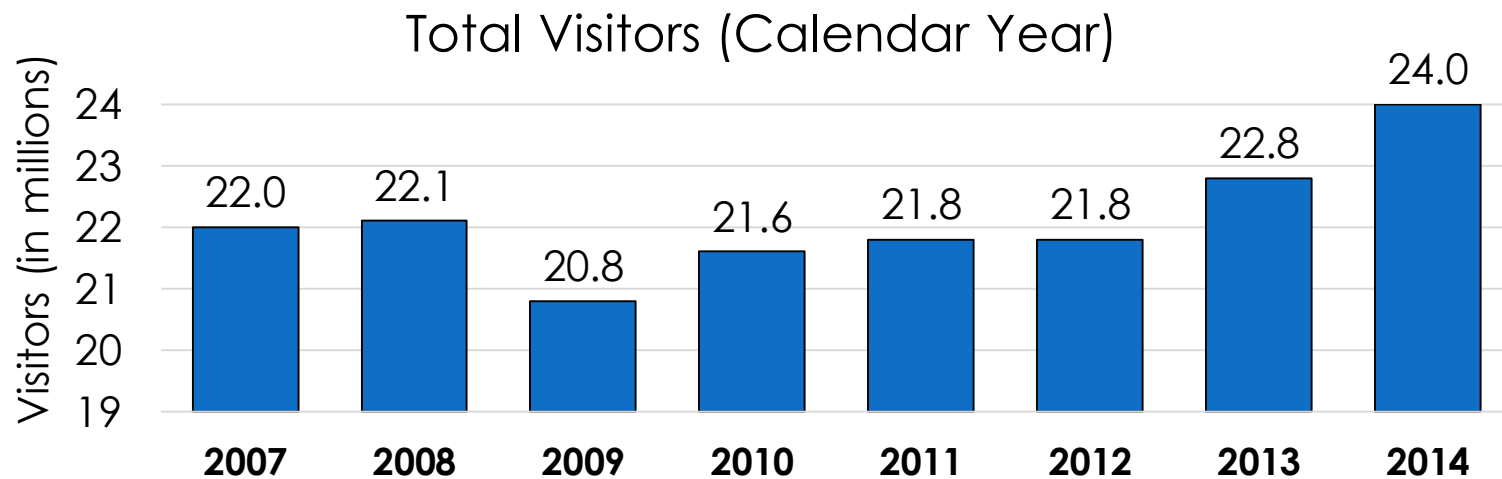
**\$71.4 million** in incremental  
travel spending



# Visitor Data

- Presented [key research findings](#) from 2014 Visit KC's visitor profile and economic impact study:

- Record 24M visitors in 2014, a 5-percent jump from 22.1M in 2012
- Visitor spending grew to a record \$3.1 billion
- Tourism-generated employment reached new high of 46,621 jobs





# Key Accomplishments: Marketing & Communications

- Launched \$1 million integrated **marketing campaign** in nine regional markets
- Captured 140 registrations for **Restaurant Week**, returning in January
- Assisted more than 140 local film productions in the **Film Office's** first year (Oct. 1)
- Introduced Emmy-nominated **KC on KC** Video series, showcasing KC culture



# Convention Hotel Announcement

## *“Four Large Conventions Choose KC for Future Years” (Sept 2<sup>nd</sup> PR)*

- ✓ **Shriners International** (2020)  
20,000 attendees, 11,000 room nights, \$18.2 million
- ✓ **American Association for Laboratory Animal Science** (2021)  
4,500 attendees, 8,800 room nights, \$4.4 million
- ✓ **American Public Works Association** (2018)  
5,000 attendees, 9,000 room nights, \$6.4 million
- ✓ **Quilts, Inc.** (2019)  
7,000 attendees, 5,000 room nights, \$6.1 million

**Groups expressing interest in the new convention hotel represent the following market segments:**

-Sports -Educational -Hobby/Avocational  
-Religious -Agricultural -Animal -Health  
-Arts & Culture -Business & Trade  
-Fraternal -Multicultural

- E-mail announcement delivered to 3,600 sales clients on 5/12
- Major trade, regional and national PR coverage resulted, including The New York Times

# Top Market Segments *Percentage of Definites*

## 2011-2014

1. Education **26%**
2. Sports **18%**
3. Association **12%**

## 2015-2021+

1. Education **25%**
2. Sports **21%**
3. Association **17%**

*Source: Visit KC & Trends Analysis Projections, LLC.*



# Media Mentions

**CBS NEWS – May 19**

“9 Best Cities for Jobs”

**THE NEW YORK TIMES – May 25**

“In Kansas City, All Things Craft”

**HUFFINGTON POST – July 30**

“Top 10 Cities for Creatives”

**ENTREPRENEUR MAGAZINE – Aug. 4**

“9 Hot Start Up Cities That Aren’t San Francisco or New York”

**WALL STREET JOURNAL – Aug. 6**

“Luxury Living in Downtown Kansas City”

**TRAVEL + LEISURE – Aug. 4**

“America’s Best Beer Cities”

*Others include GQ, Yahoo!, Better Homes & Gardens, Los Angeles Times and Mental Floss*



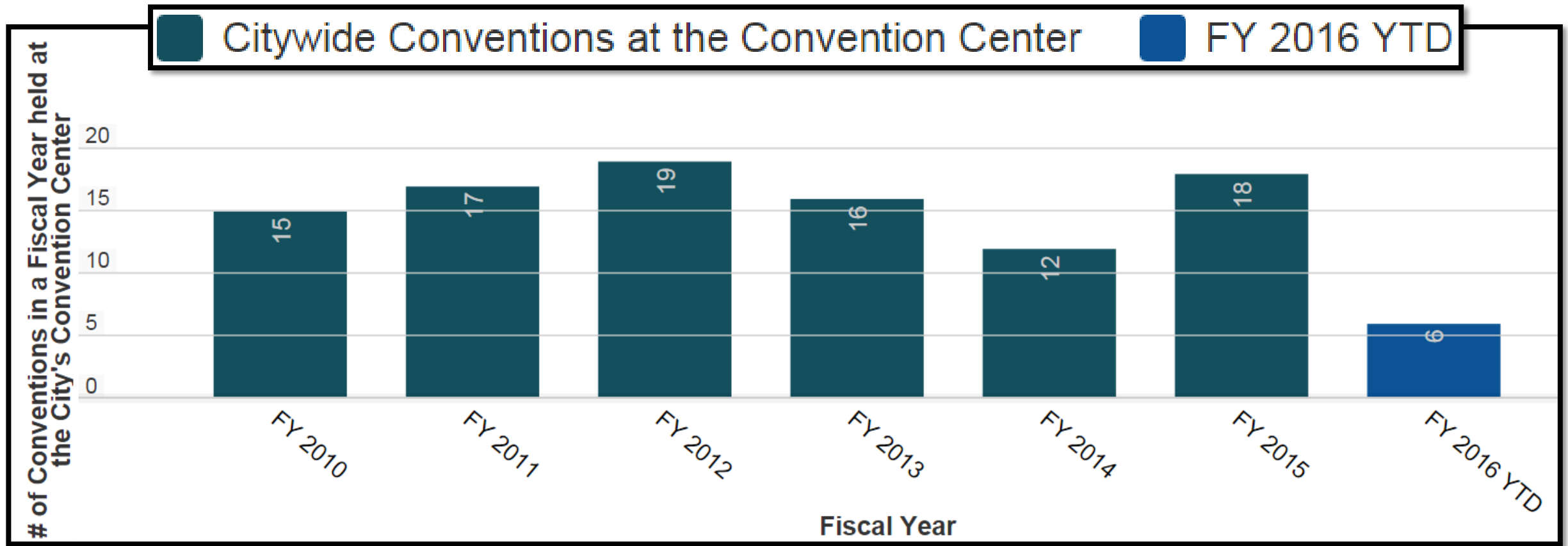
# Arts & Culture Promotion

Partnering with **Office of Cultural and Creative Services** to promote the cultural assets in Kansas City, Missouri.

Data from cultural institutions survey:

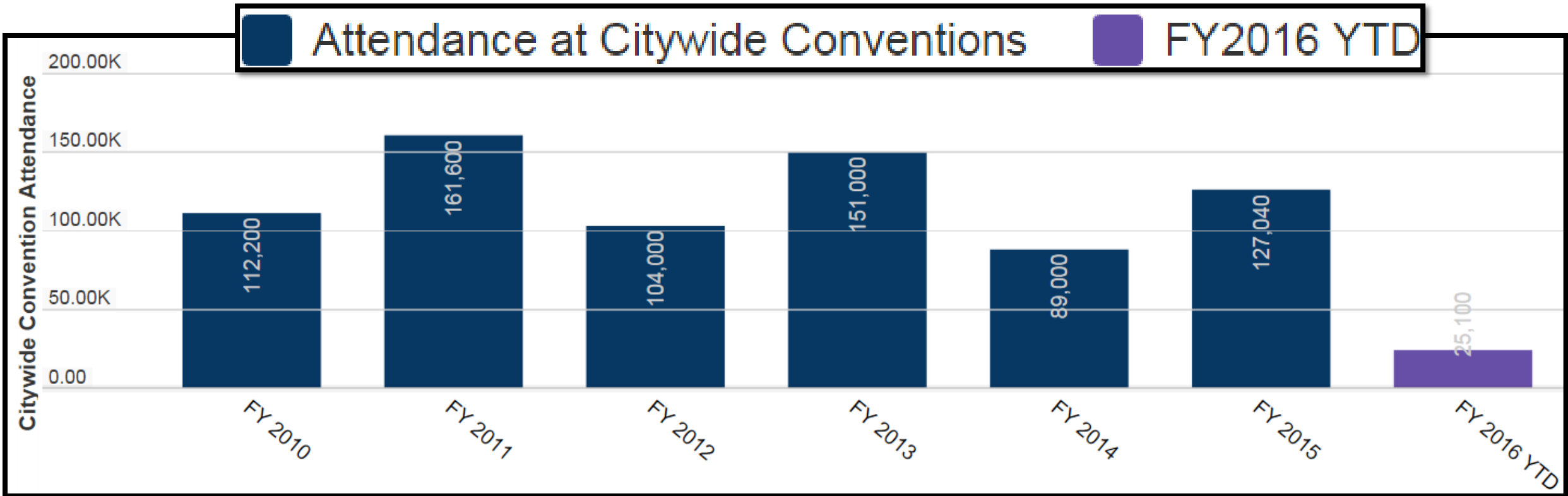
- **Culture permeates throughout the City:** 5 out of 6 Council Districts have cultural institutions, with the largest concentration of organizations centered in Districts 4 (66%), 3 (18%), and 1 (7%). Additionally, 47% of cultural organizations program in more than one location.
- **There's something for everyone:** From architecture and design to culinary arts, theater, music and museums, an enormous variety of artistic and cultural disciplines are presented in KCMO. These include Craft/Folk Art (25%), Culinary Arts (13%), Dance (31%), Film/Multimedia (32%), Historic House/History and Humanities (17% each), Heritage (20%), Museums (25%), Music (48%), Photography (32%), Theater (31%), and Visual Arts (49%).
- **All are welcome:** Cultural organizations program for audiences of all ages and backgrounds. In addition to adults, you serve families (73%), seniors (73%), students (78%), LGBT (61%), and you host group tours (55%).
- **Few barriers to access:** 75% of organizations offer free and low-cost programming options.
- **Willing to participate:** 94% of respondents said that they were willing to participate in an OCCS/Visit KC citywide arts and culture program or festival. Additionally, 100% of respondents are inclined to submit photographs or videos to a Visit KC/OCCS image library to be included in promotional opportunities.
- **Everyone is online:** Cultural organizations are active on social media. The most popular platforms are Facebook (100%), Twitter (70%), Instagram (54%), and YouTube (46%).

# Convention Center Activity – Citywide Conventions held at Convention Center

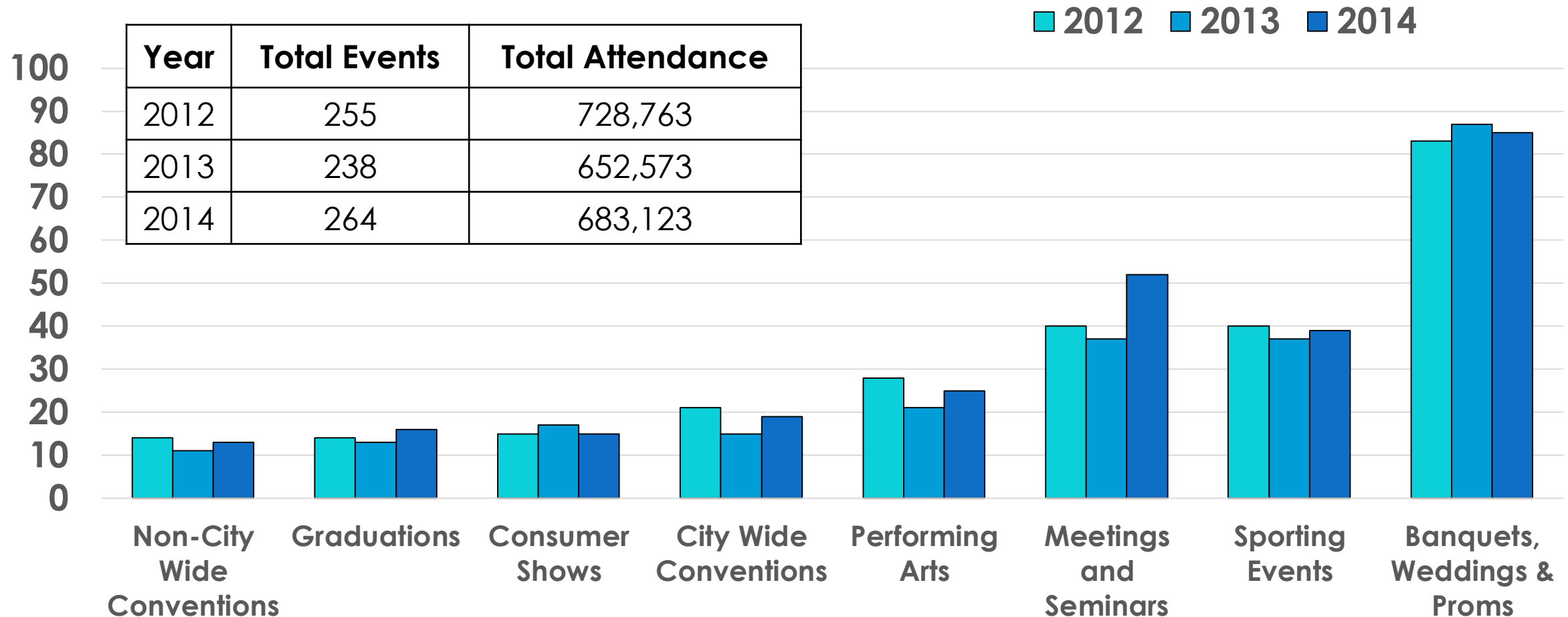




# Convention Center Activity – Attendance for Citywide Conventions Held



# Total Events Booked



In 2014, 32% of attendance came from conventions, 24% from consumer shows, 16% from performing arts, and less than 10% from each of the other event categories.

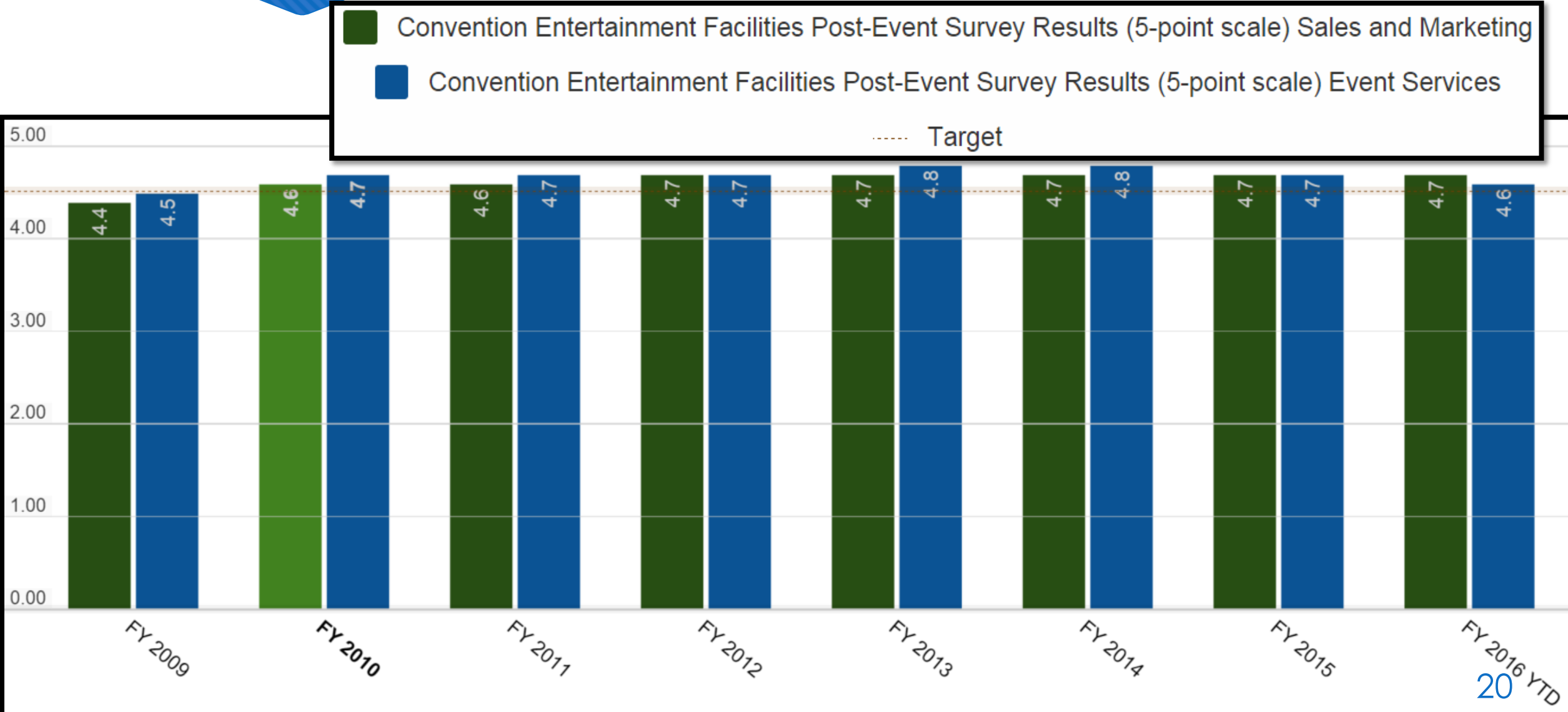
# Kansas City Convention Center Recognized as an industry leader

- For the ninth consecutive year, Facilities & Destinations Magazine has awarded the Kansas City Convention Center with its prestigious Prime Site Award once again recognizing the Convention Center as a national leader in the entertainment and facilities industry.
- Facilities & Destinations Prime Site Awards are based on the opinions of those in the industry involved with site selection – association executives, meeting planners and trade show managers. The criteria for the award includes functionality of convention centers, technological capabilities, food and beverage operation, internet access, size and quality of meeting space.



***“By winning a Prime Site Award – as the Kansas City Convention Center has done for each of the past nine years and 12 times total since the award began in 1994 – it is obvious that your staff does a fine job serving your event clientele” – Michael Caffin, associate publisher of Facilities & Destination Magazine***

# Convention Center Post-Event Survey

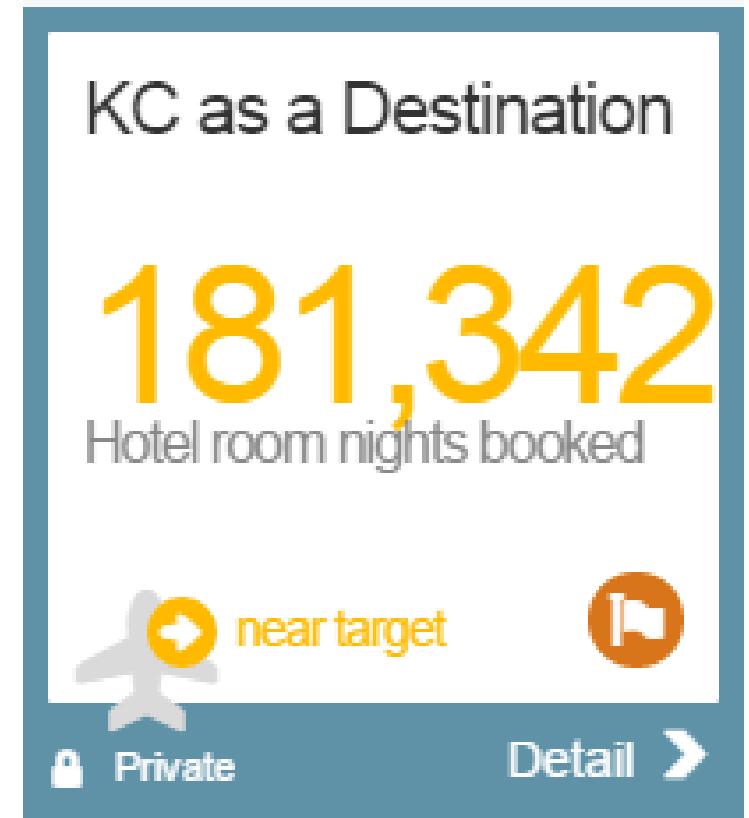


Source: Convention and Entertainment Facilities

## Objective 6

Prepare the airport terminals at KCI to meet and exceed the future needs and requirements for our customers and tenants to make KCI a world-class airport.

### Objectives 5 & 6



# Citizen Satisfaction with Airport Services





# Importance-Satisfaction Ranking

<u>Airport Category</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>	<u>I-S FY14</u>
Food, beverage, and other concessions	<b>30%</b>	<b>42%</b>	<b>1</b>	<b>1</b>
Price of parking	<b>31%</b>	<b>50%</b>	<b>2</b>	<b>2</b>
Ease of moving through airport security	<b>27%</b>	<b>73%</b>	<b>3</b>	<b>3</b>
Availability of parking	<b>21%</b>	<b>68%</b>	<b>4</b>	<b>4</b>
Cleanliness of facilities	<b>16%</b>	<b>70%</b>	<b>5</b>	<b>5</b>
Helpfulness of signs and other directions	<b>11%</b>	<b>69%</b>	<b>6</b>	<b>6</b>

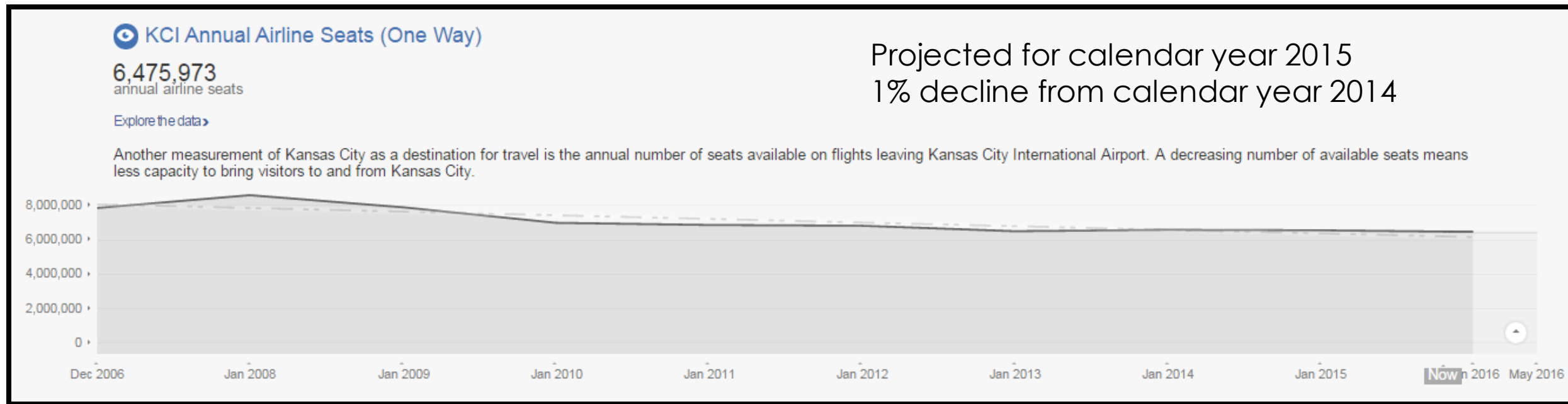
**Importance** = Total percent of citizens selecting category in response to the following question:

***Which TWO of the Airport Services listed do you think should receive the MOST EMPHASIS from the City over the next two years?***

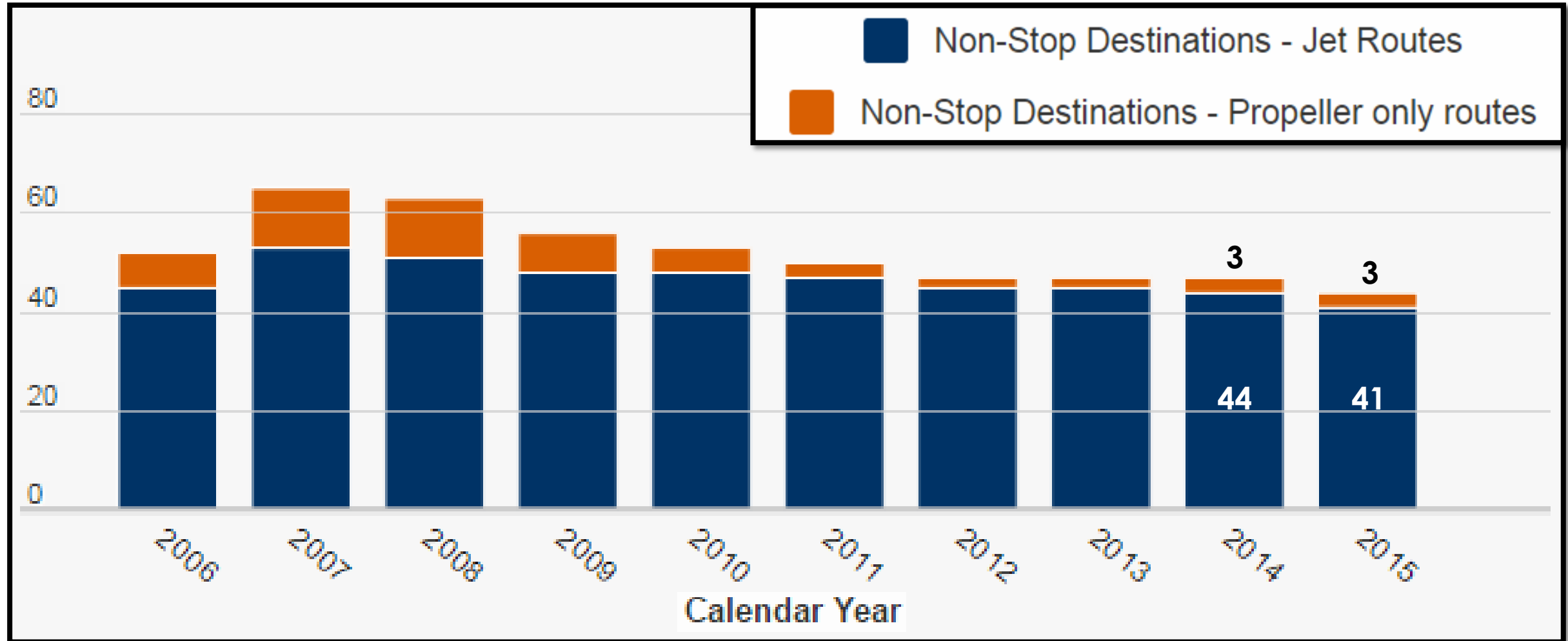
**I-S** = Rank based on Importance-Satisfaction Rating. This is an established methodology used to identify those services that are of the highest importance to residents and where residents are least satisfied.

Calculation of I-S = (Importance\*(1-Satisfaction)). I-S Rank orders the categories from the highest to lowest I-S.

# KCI Annual Airline Seats

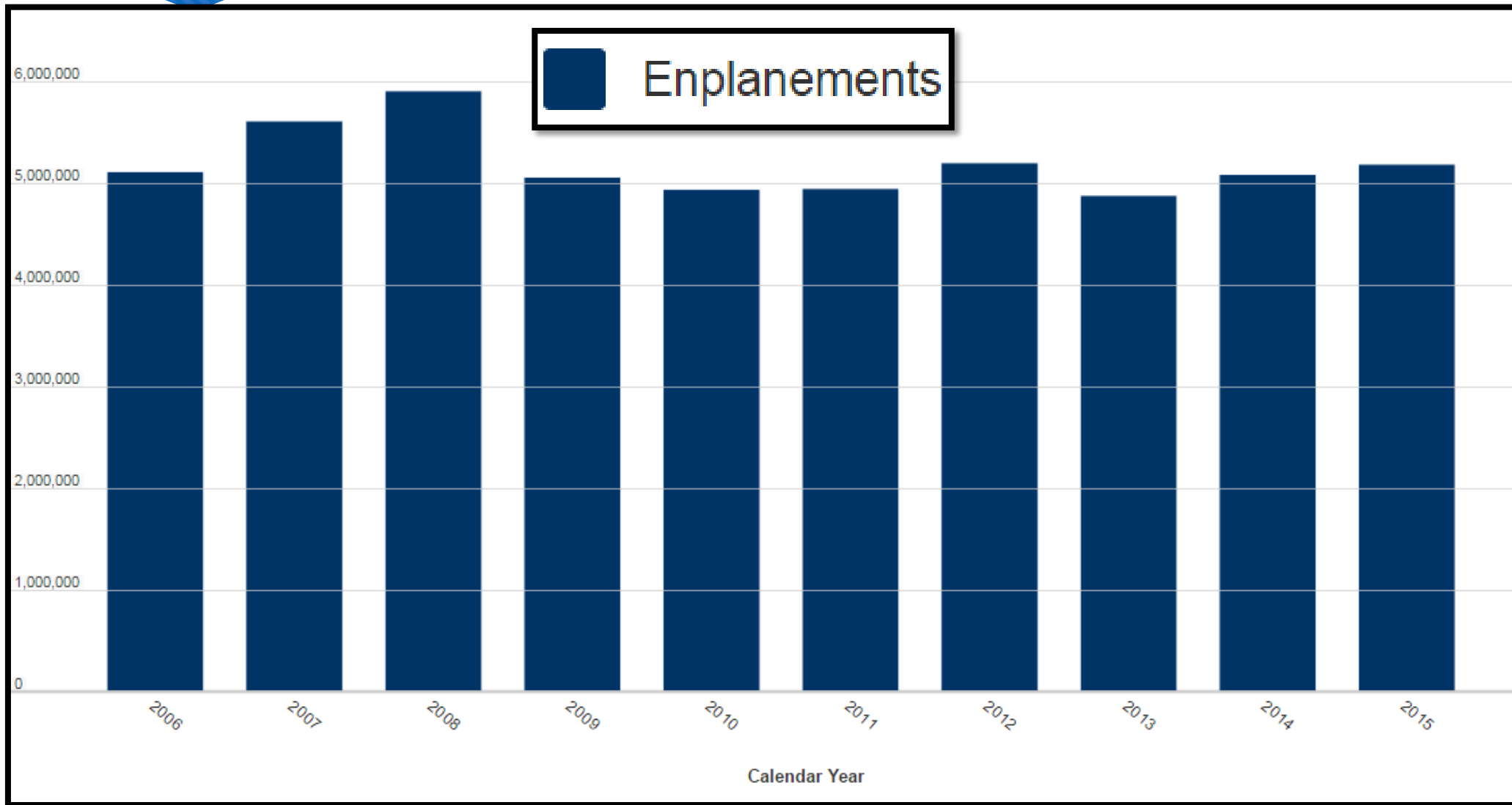


# Non-stop Destination Snapshot

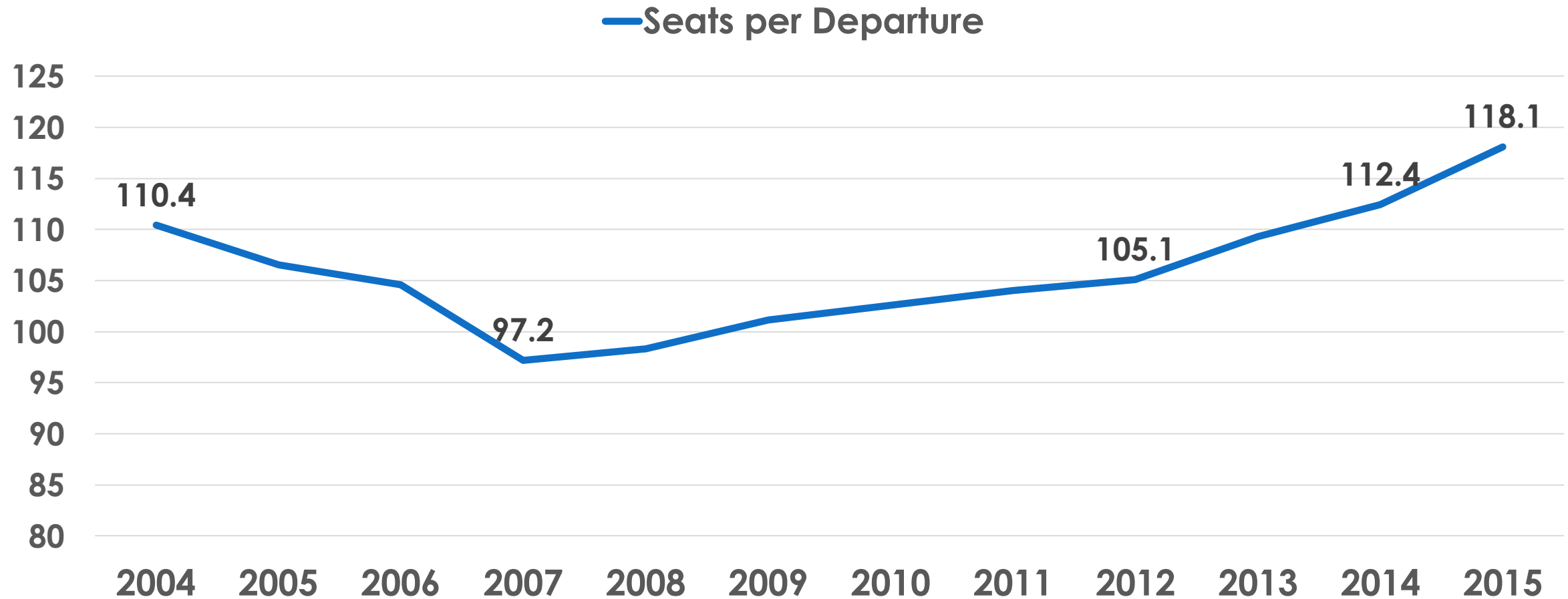


# Enplanements

Projected enplanements for calendar year 2015 shows an increase of 100,000 (2%) over 2014



# Seats Per Departure



# New Air Service From KCI

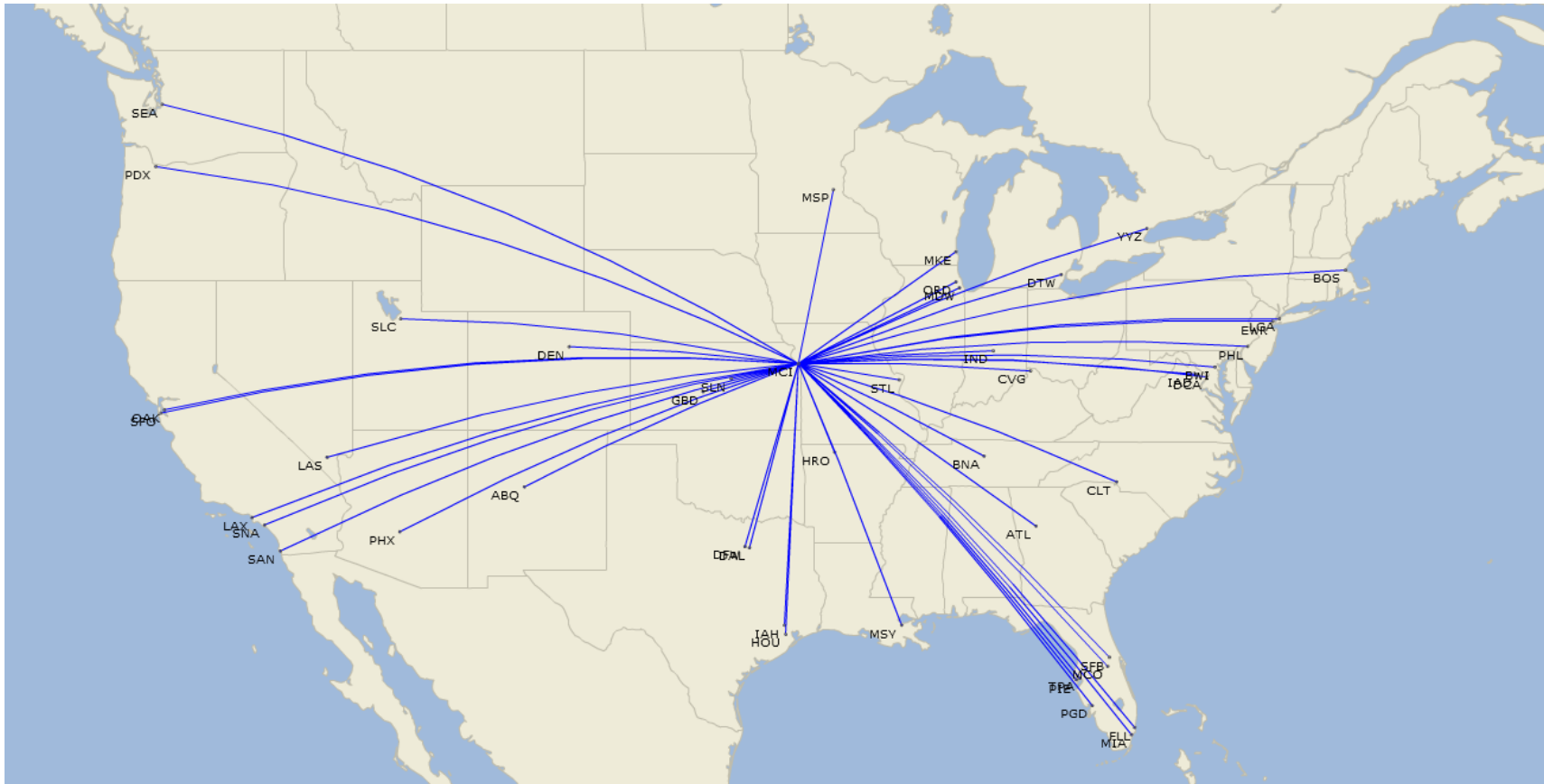
- New air service launched in 2015:
  - American Airlines to Miami (MIA) began March 2015
  - Southwest Airlines to New York (LGA) began April 2015
  - Alaska Airlines increased Seattle (SEA) to twice per day June 2015
  - Spirit Airlines to Los Angeles (LAX) began July 2015
  - Southwest increased Washington (DCA) to twice per day in August 2015



# New Air Service From KCI

- New air service announced but not yet launched:
  - Allegiant – New nonstop service begins November 2015
    - Orlando/Sanford (SFB) – twice per week
    - Punta Gorda (PGD) – twice per week
    - Tampa/St. Pete/Clearwater (PIE) – twice per week
  - Southwest Airlines to Orange County (SNA) begins November 2015
  - Frontier Airlines to Orlando (MCO) begins January 2016
  - Alaska Airlines to Portland (PDX) begins February 2016

# Airlines At KCI



AIR CANADA 

*Alaska*  
AIRLINES®

 **allegiant**  
Travel is our deal.®

American Airlines 

 **DELTA**  
**FRONTIER**  
AIRLINES

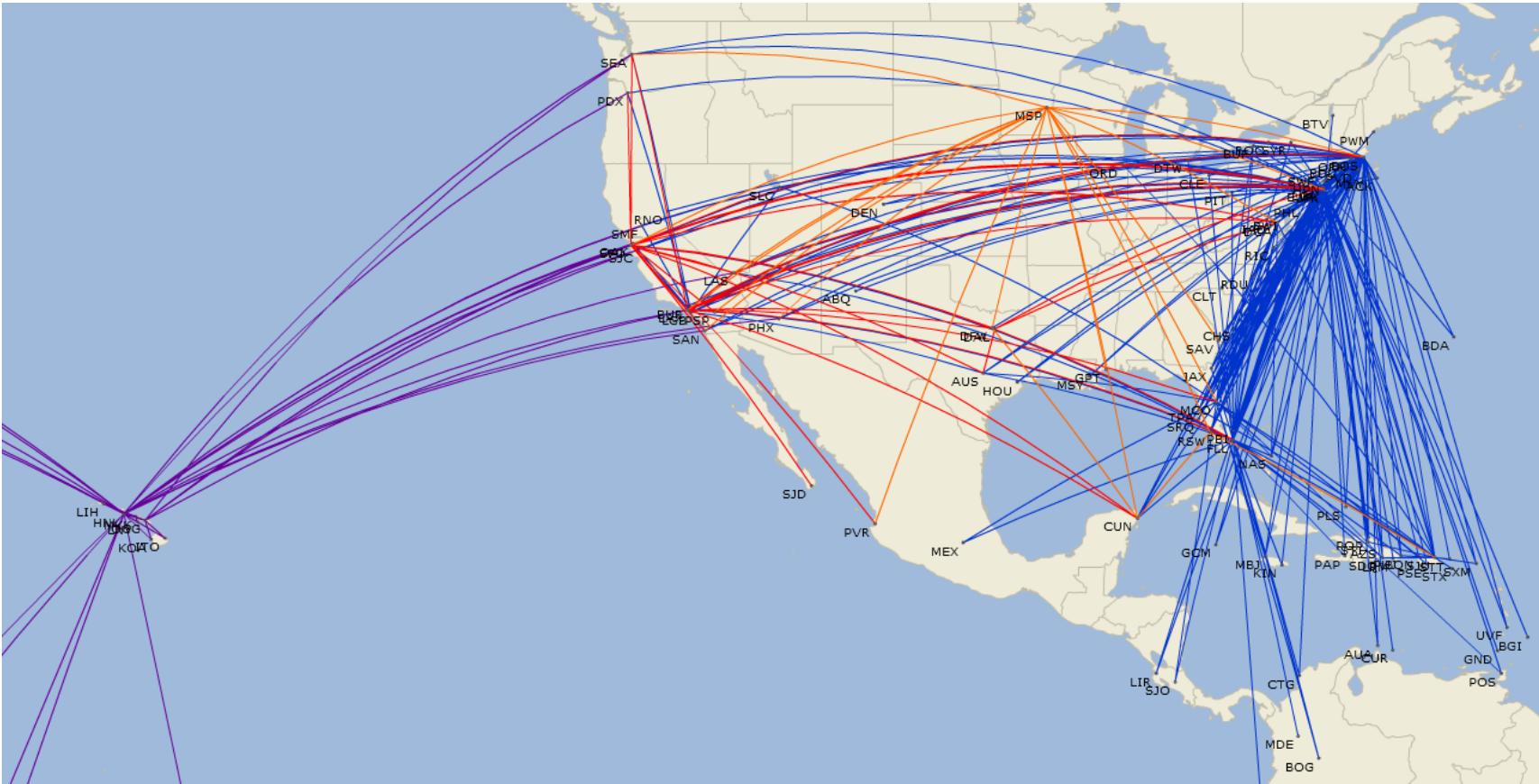
SEA+PORT  
AIRLINES

**Southwest** 

**spirit**  
LESS MONEY. MORE GO.

**UNITED** 

# Airlines Not (Yet) At KCI



# Economic Impact Study

- The Aviation Department commissioned an Economic Impact Study which was completed in 3Q15 by California-based Unison Consulting Inc.
- 17-county primary service area. Personal income rates on par with national average. Unemployment rate better than national average. \$118 billion gross domestic product.
- KCI's Economic Impact in the Primary Service Area:

Component	Employment (Jobs)	Earnings (Million \$)	Output (Million \$)	Value Added (Million \$)
Direct	21,532	664	2,560	1,411
Indirect	7,890	330	1,030	513
Induced	12,203	416	1,434	862
<b>Total</b>	<b>41,625</b>	<b>1,410</b>	<b>5,024</b>	<b>2,786</b>

\*Value added is the portion of output left after subtracting the cost of intermediate inputs. It represents the contribution to GDP.



# Charles B. Wheeler Downtown Airport (MKC)

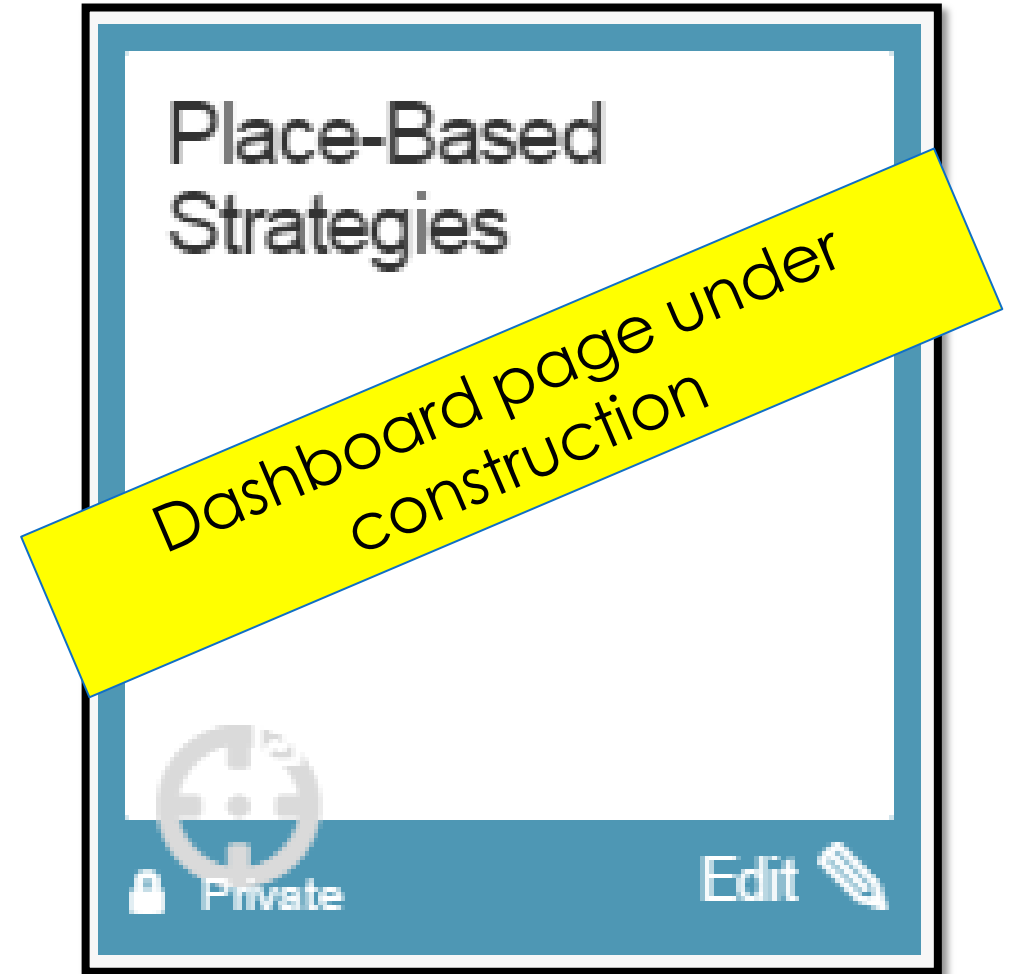
- MKC is on pace for 70,000 flight operations in 2015



# Objective 1

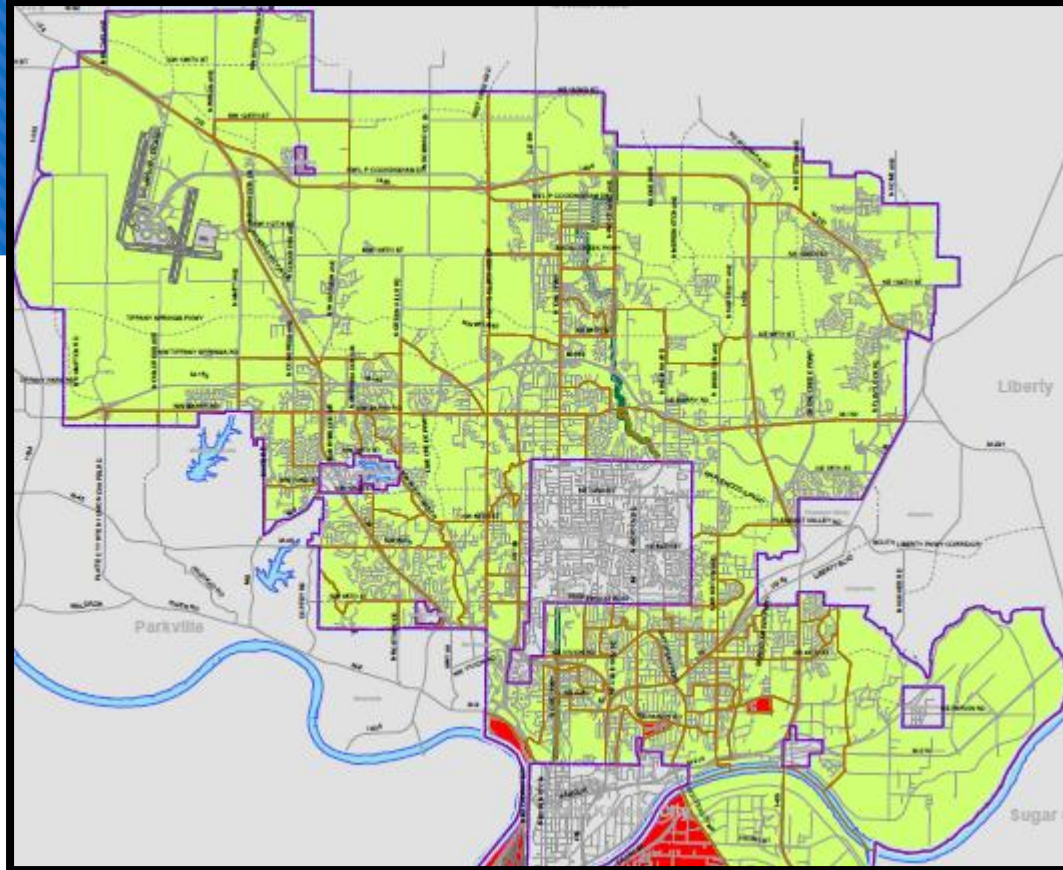
Create and implement aggressive neighborhood revitalization plans that are consistent with Kansas City's comprehensive, long-range economic and physical growth plans with special attention to sustainable development projects or projects in historically underdeveloped corridors and neighborhoods.

## Objective 1

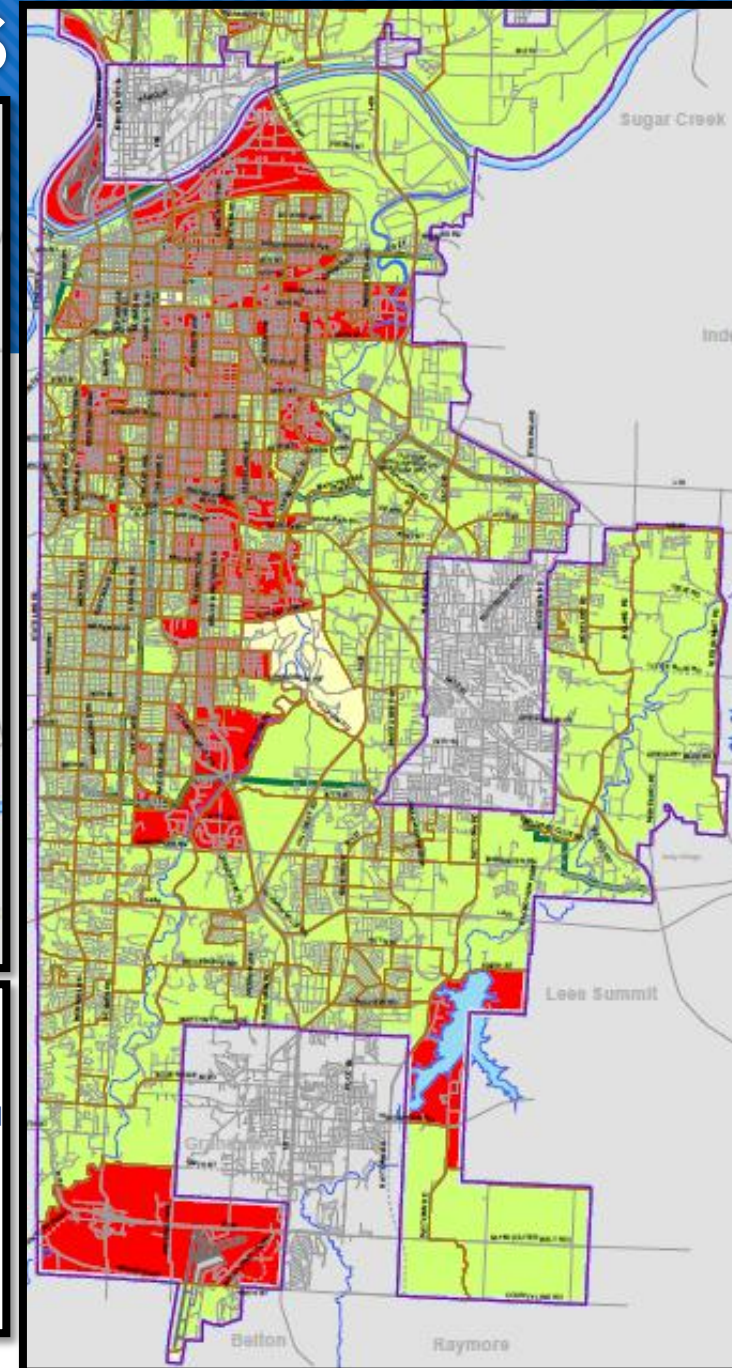
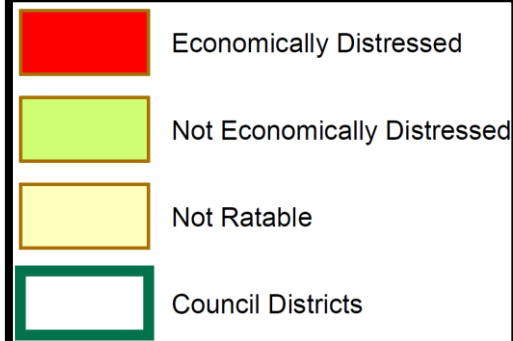




# Distressed Census Tracts



Economically distressed areas had median household incomes up to 70% of the Kansas City, Missouri median household income in the 2000 Census.

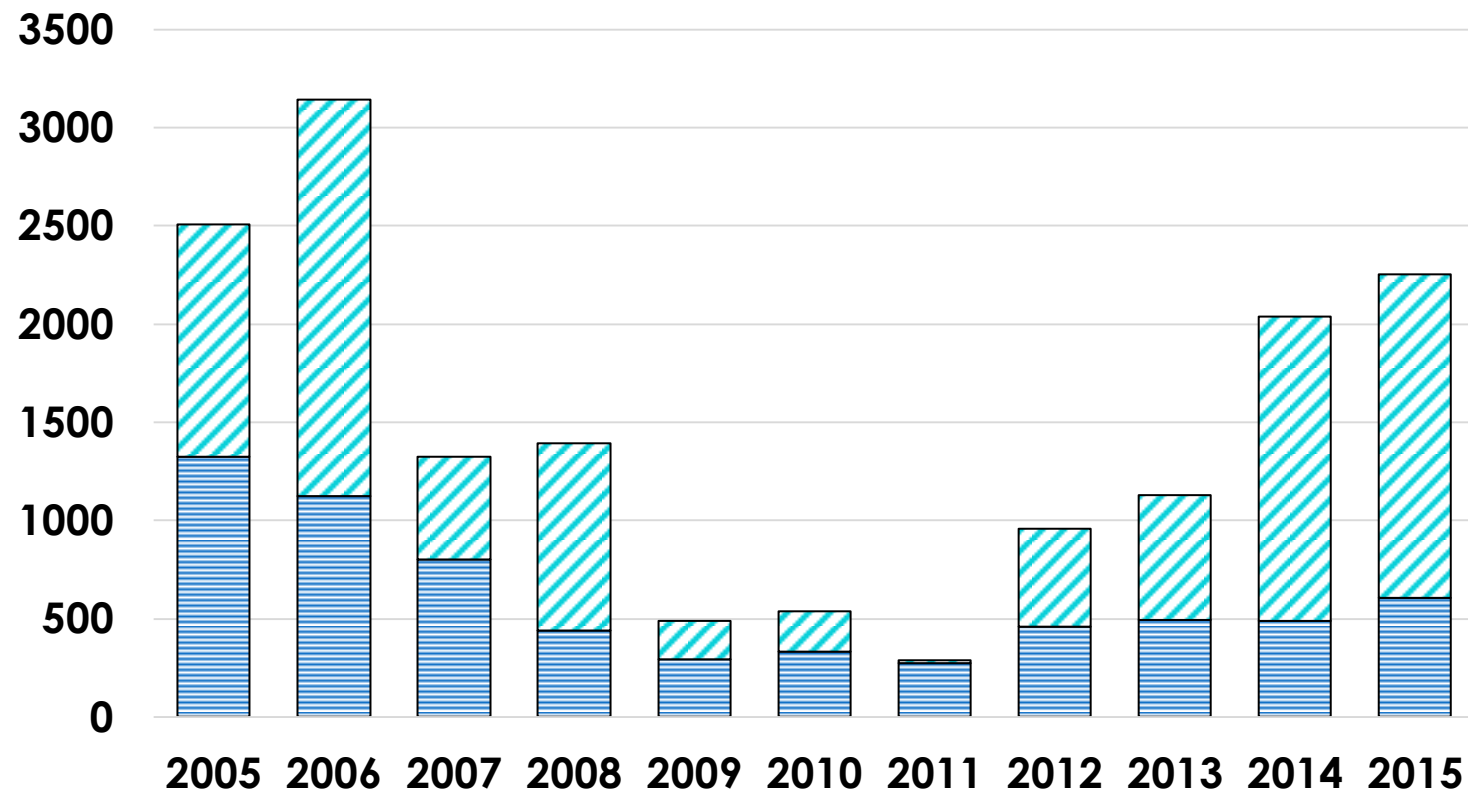




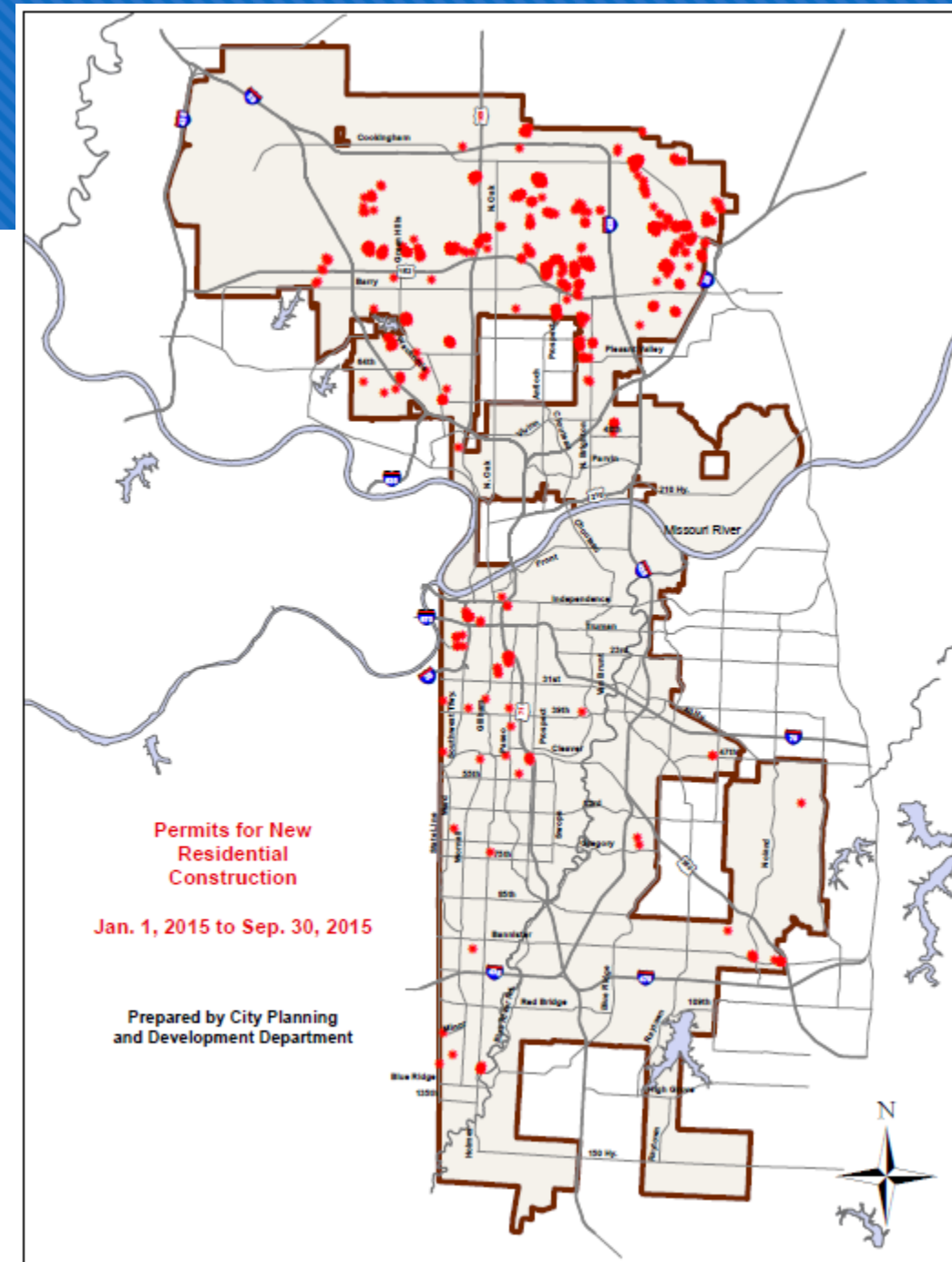
# Residential Building Permit Trends & Map

**Kansas City, Missouri**  
**January through September – 2005 to 2015**  
**Dwelling Units Authorized by Building Permits**

■ Single Family   ■ Multifamily

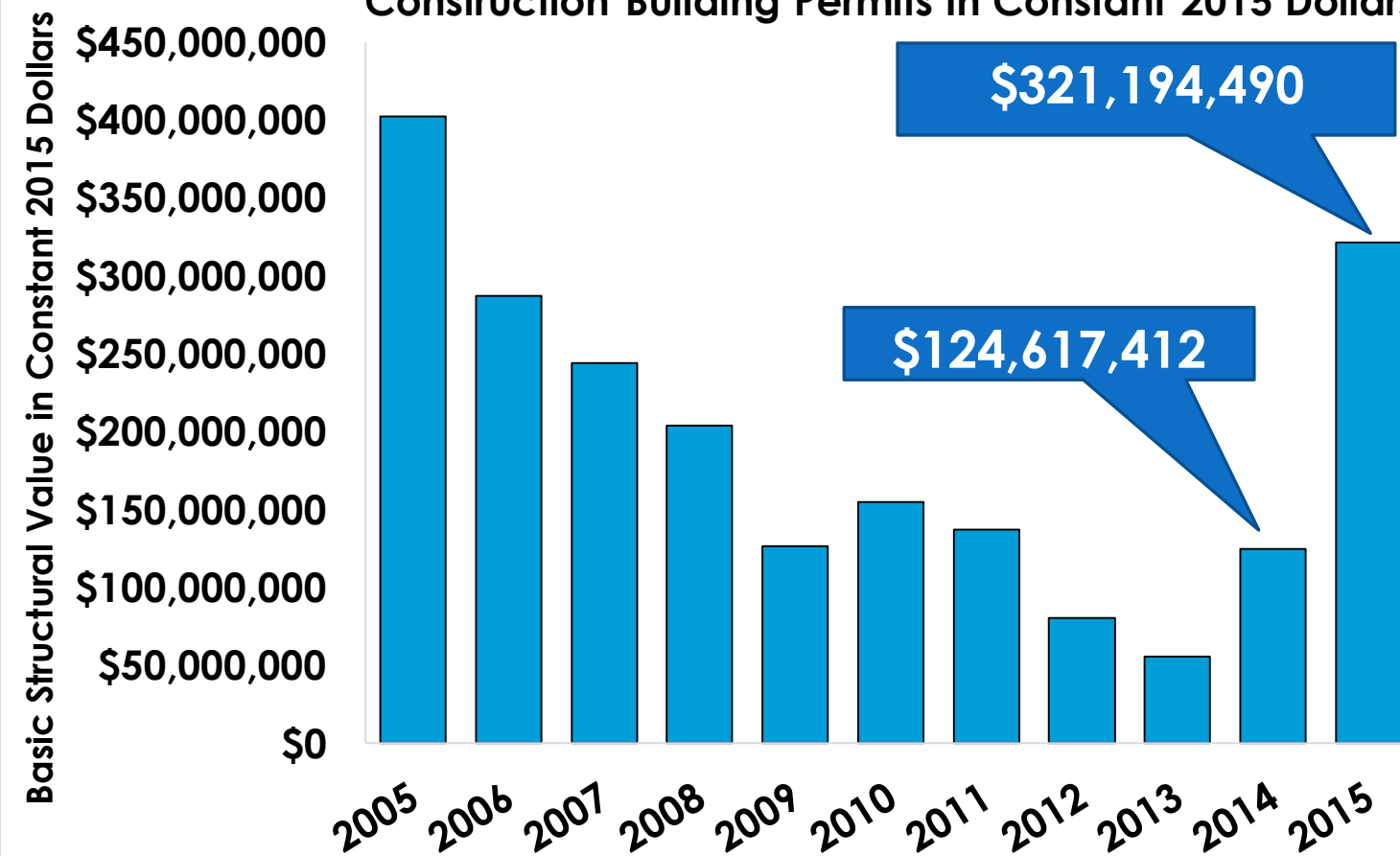


Source: City Planning and Development

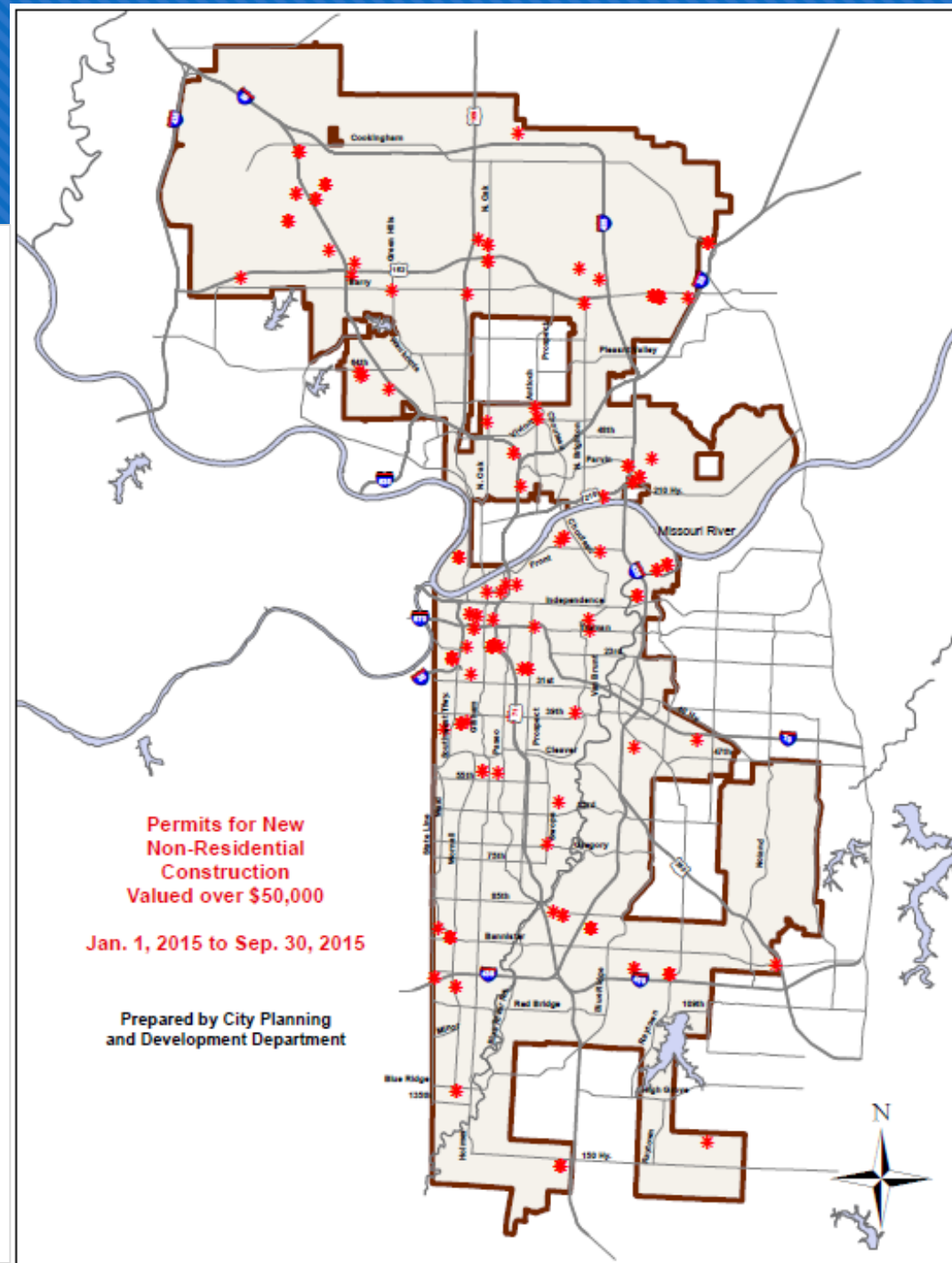


# Non-Residential Building Permit Trends & Map

Kansas City, Missouri  
January through September - 2005 to 2015  
Basic Structural Value of Non-Residential New  
Construction Building Permits In Constant 2015 Dollars



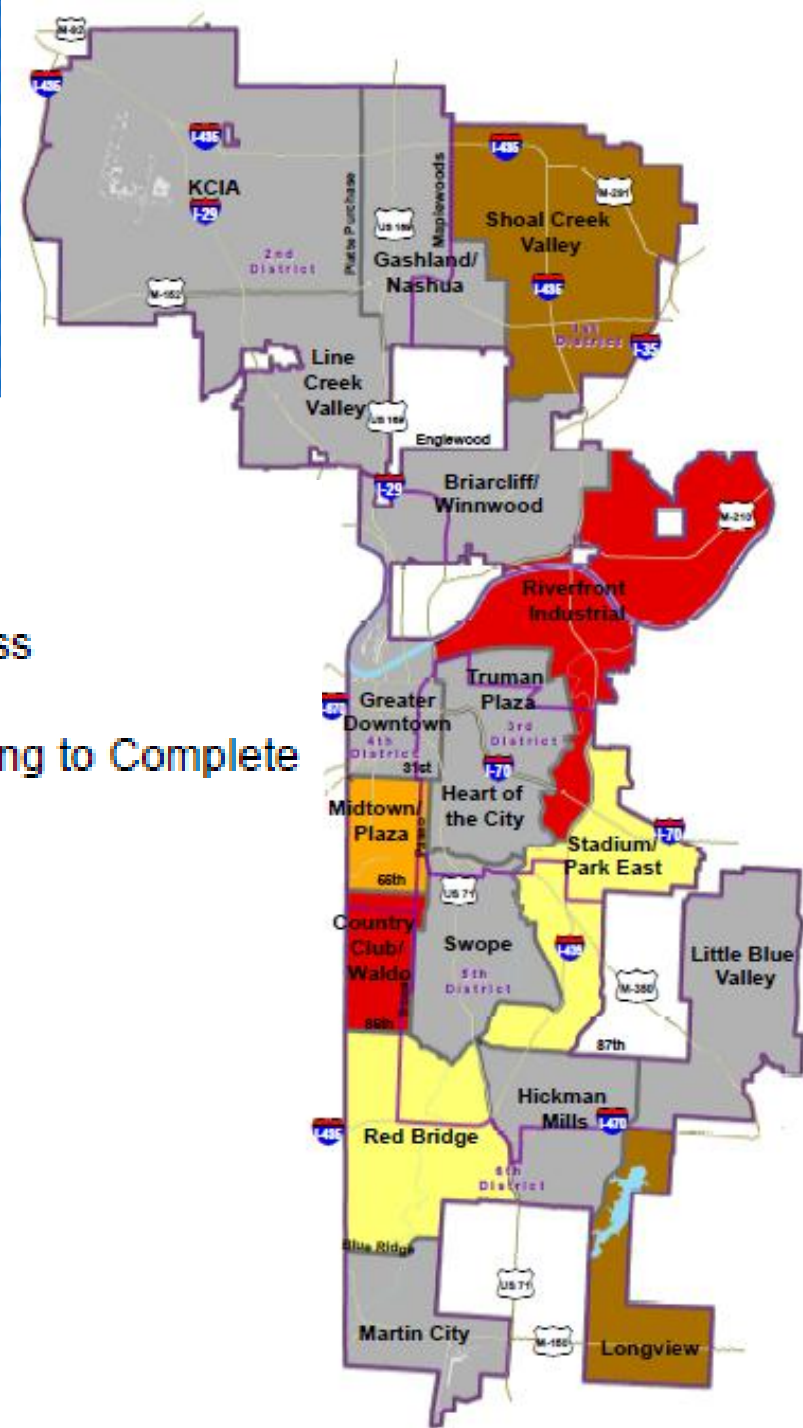
Source: City Planning and Development



# Area Plan Program

- 18 Area Plans
  - Current status:
    - 11 adopted
    - 3 in process
  - Includes implementation program after adoption
- 
- The legend consists of six colored squares with corresponding text labels:
- Council Districts
  - Completed Area Plans
  - Currently in Adoption Process
  - Currently Underway
  - Requesting In-District Funding to Complete
  - Anticipated 2017 Plans

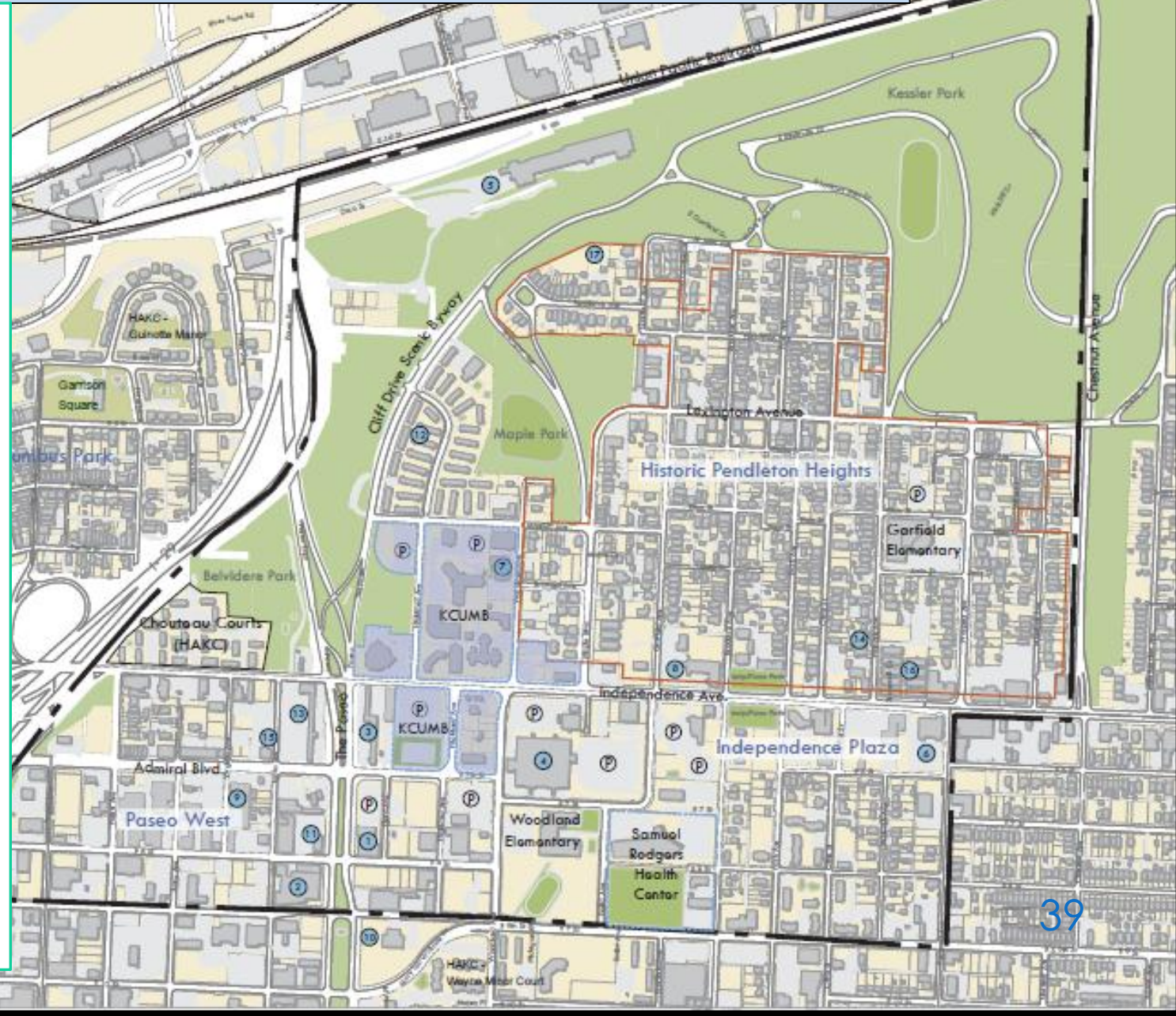
**Source: City Planning and Development**





# CHOICE NEIGHBORHOODS TRANSFORMATION PLAN

- HUD's signature place-based initiative
- Designed to address struggling neighborhoods with distressed public housing through comprehensive neighborhood transformation
- Provides resources to implement strategies envisioned through Transformation Plans
- Five-Year Funding Period
- Three core goals:
  - Housing
  - People
  - Neighborhoods





# CHOICE NEIGHBORHOOD IMPLEMENTATION

- **Kansas City was awarded a \$30 million grant**
- 32 Applications for 5 grants
- Grant Team: City, HAKC, Brinshore, United Way
- 70% of award dedicated to – Relocation of 140 units of public housing
- 30% of award dedicated to – Support services and neighborhood enhancement
- City leverage – Approximately \$5.5 million over 5 years

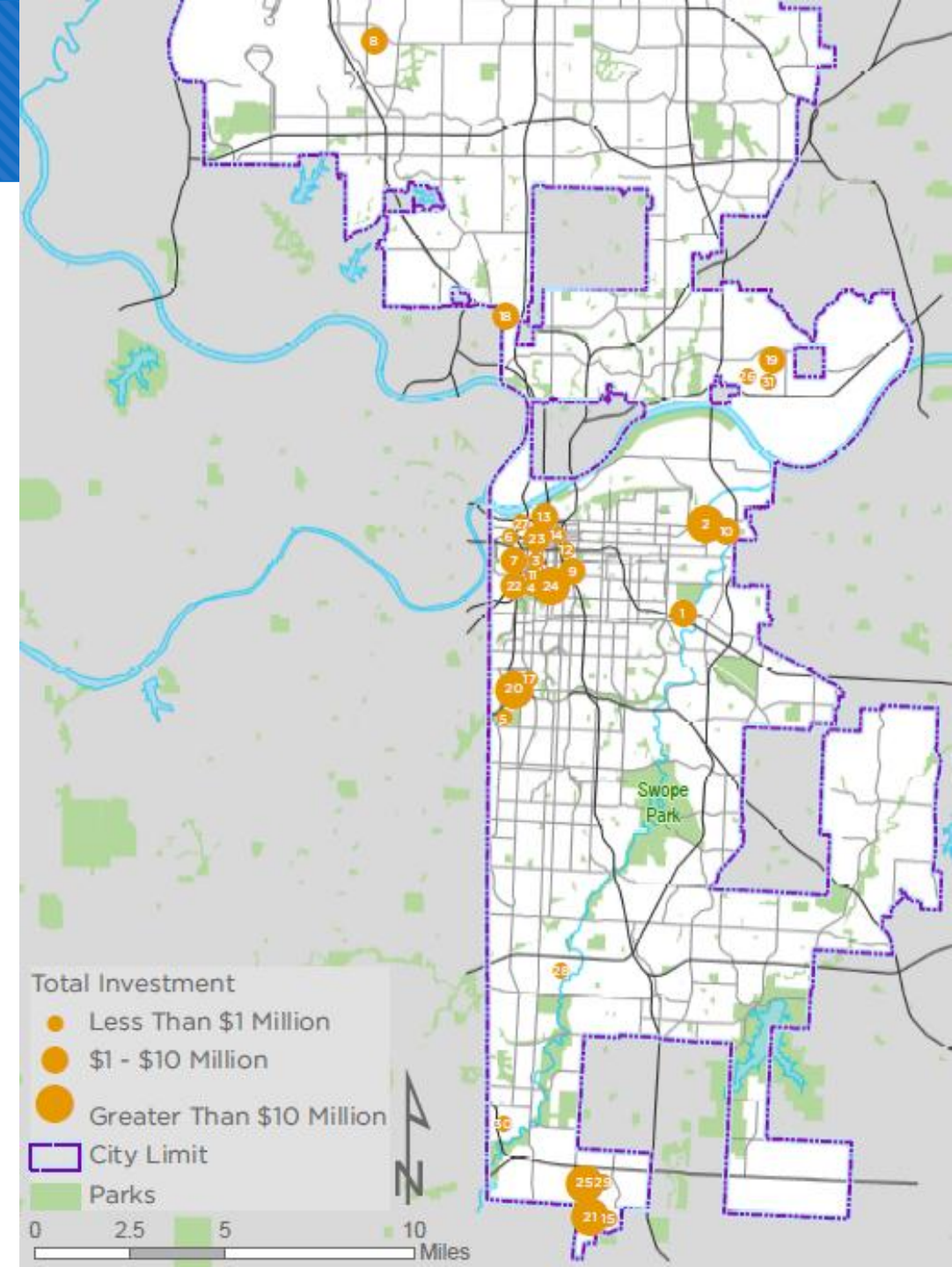


HUD Secretary Julian Castro announces the grant award with Congressman Cleaver and Mayor James.

# Redevelopment Projects FY14-15

By  
investment

MAP ID	Project Name
1	May Technology
2	Moly-Cop USA
3	BNIM
4	Hammerpress
5	Generator Studio
6	HNTB
7	MindMixer
8	Bunzl Distribution
9	Service Management Group (SMG)
10	Custom Truck
11	Incite Design Studio
12	International Builders & Consultants, Inc
13	The Nerder
14	Data Systems International (DSI)
15	APHIS
16	*Project Not Shown On Map
17	Jurox Pty. Ltd.
18	Targeted Metrics
19	FoodService Warehouse.com
20	CBIZ
21	Neovia Logistics
22	XPO Logistics
23	Sungevity
24	Little Mendelson PC
25	ReallyGoodStuff.com
26	Leggett & Platt
27	Installation and Service Technologies
28	CST
29	UFP
30	Perfect Output
31	Ceva
	Retention/Expansion
	Recruitment/Start-up



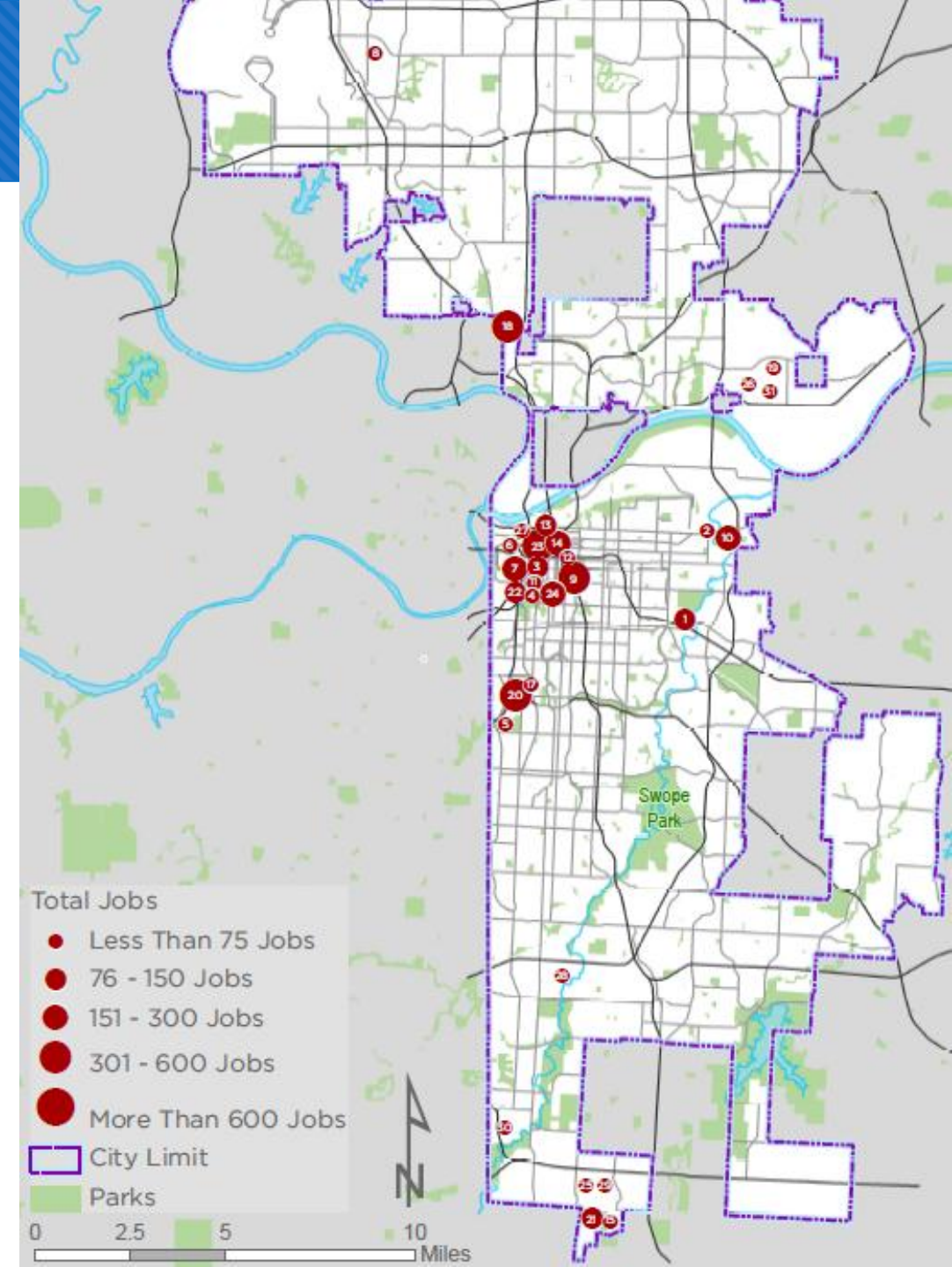
Source: City  
Planning and  
Development



# Redevelopment Projects FY14-15

By job  
numbers

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1	May Technology
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7	MindMixer
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10	Custom Truck
11	Incite Design Studio
12	International Builders & Consultants, Inc
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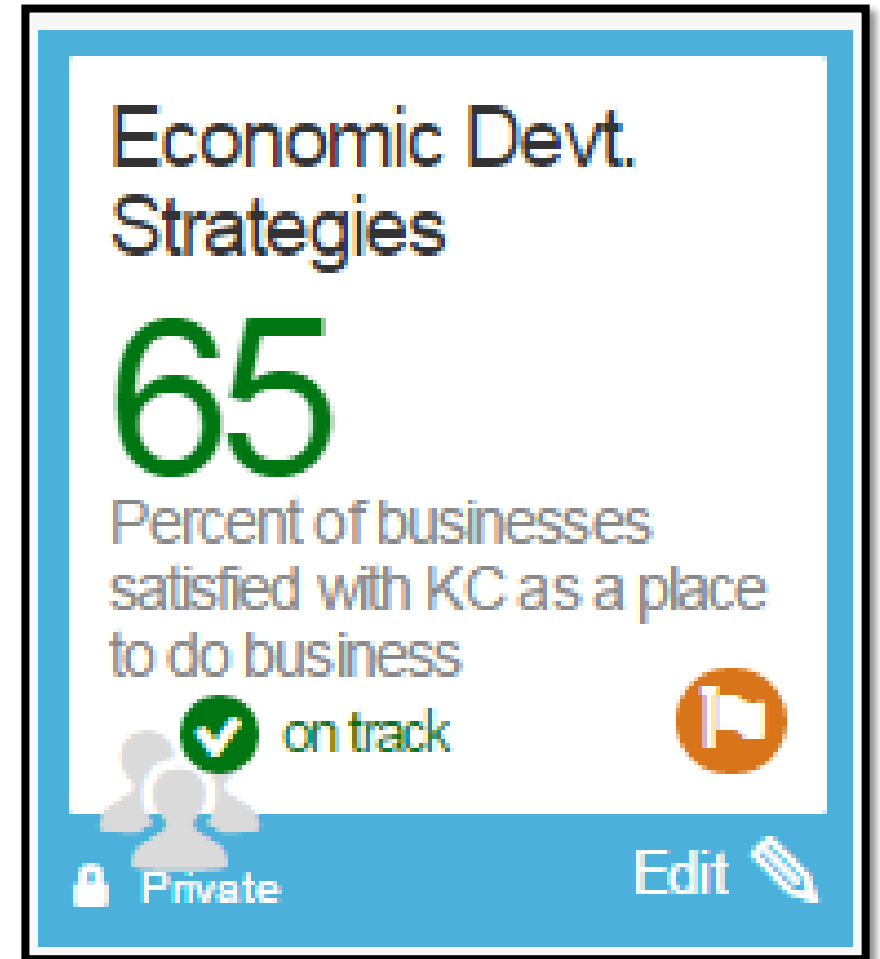


Source: City  
Planning and  
Development

## Objective 2

Implement the City's long-range economic strategic plan utilizing the recommendations of the AdvanceKC strategic plan.

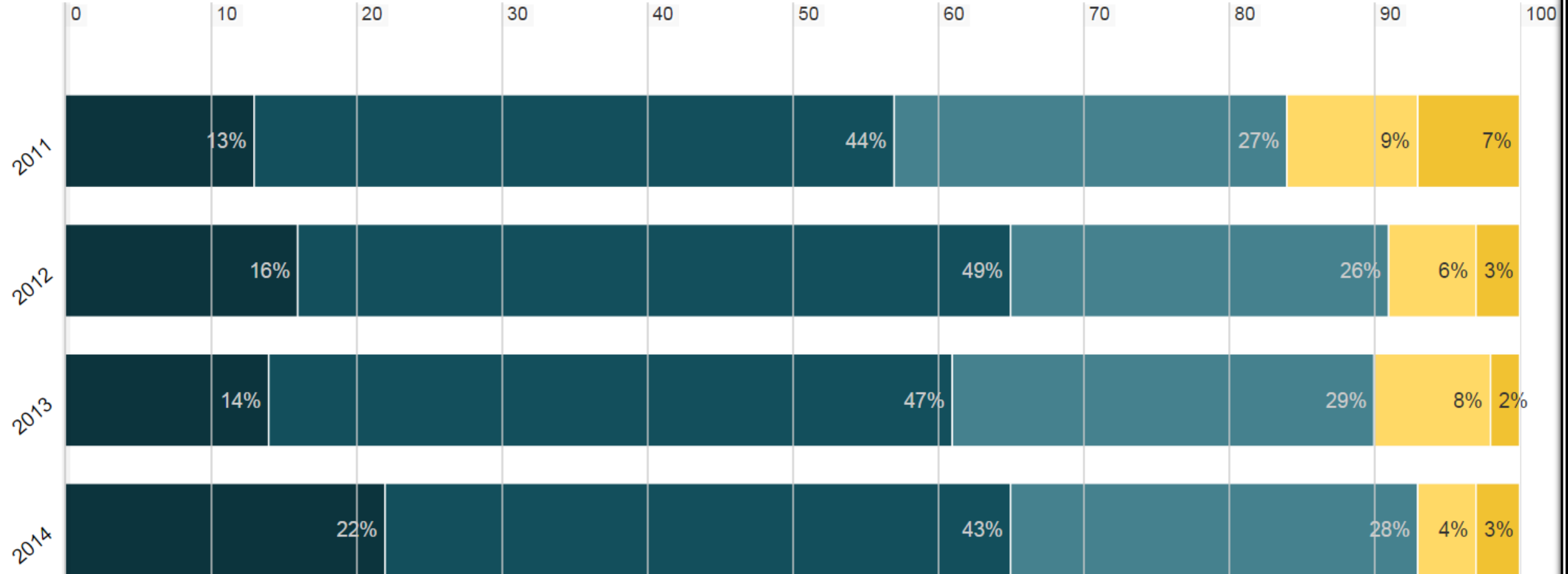
Objectives 2, 3,  
7, 8, 9, & 10



# Measuring Kansas City as a place to do business

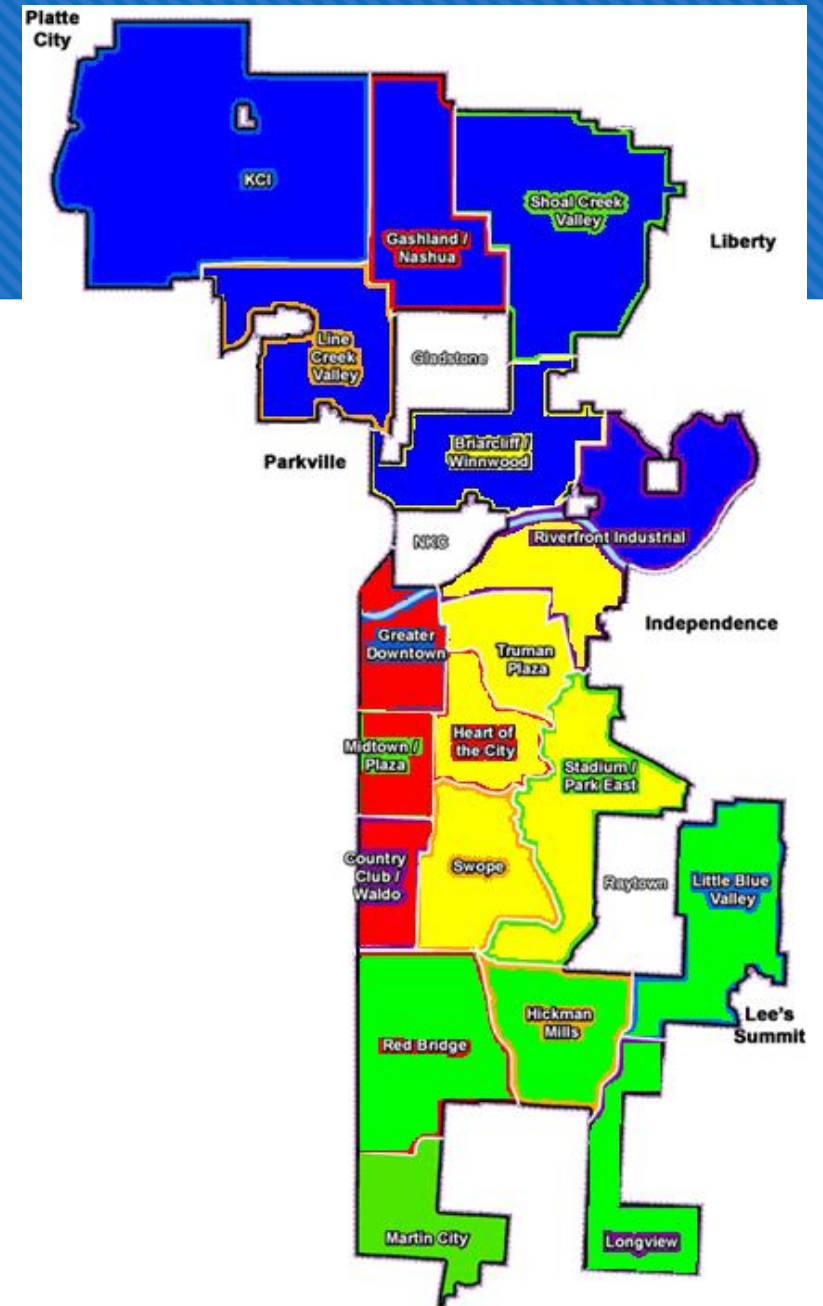
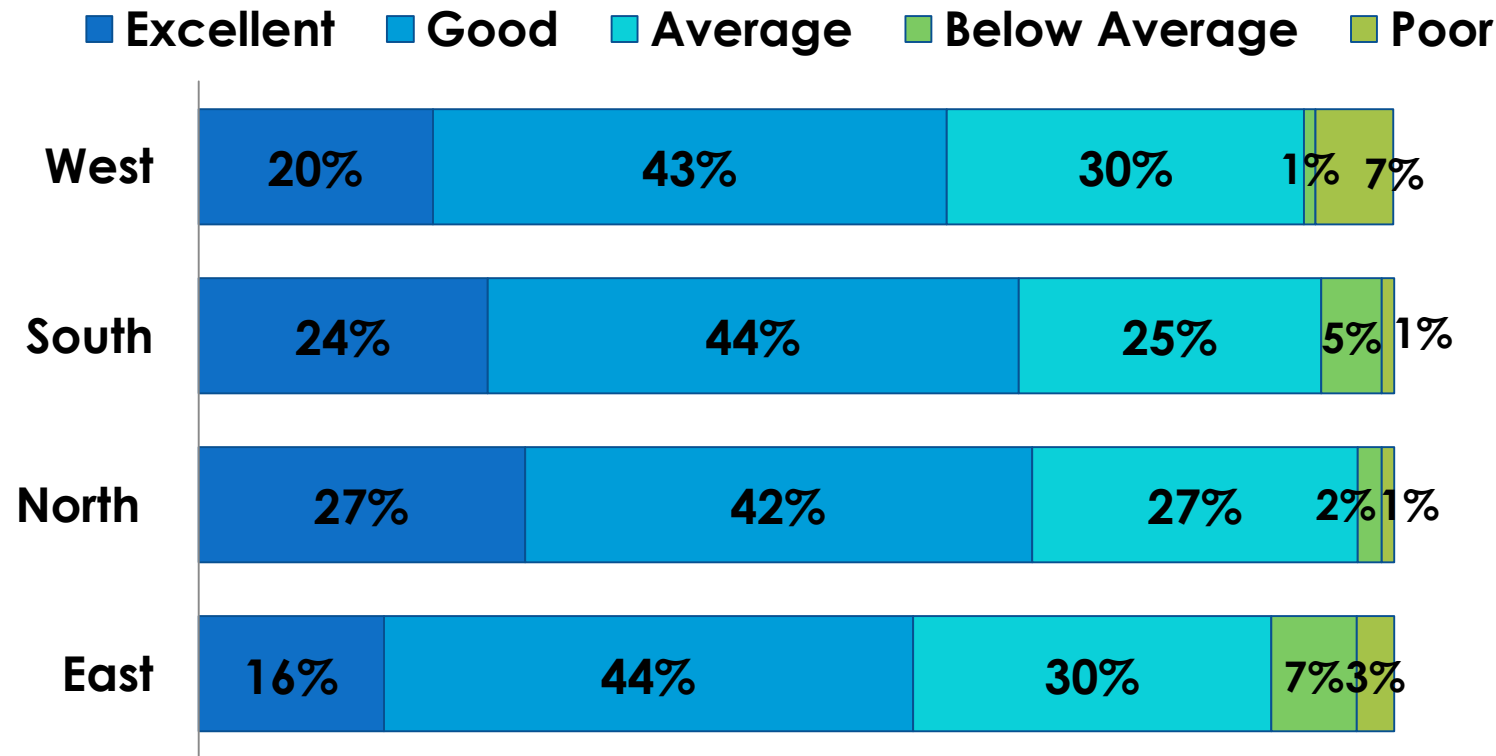
Excellent Good Average Below Average Poor

Businesses Rating of KC As a Place to Do Business



# Biz Survey Satisfaction by Geography

## By geographic zone

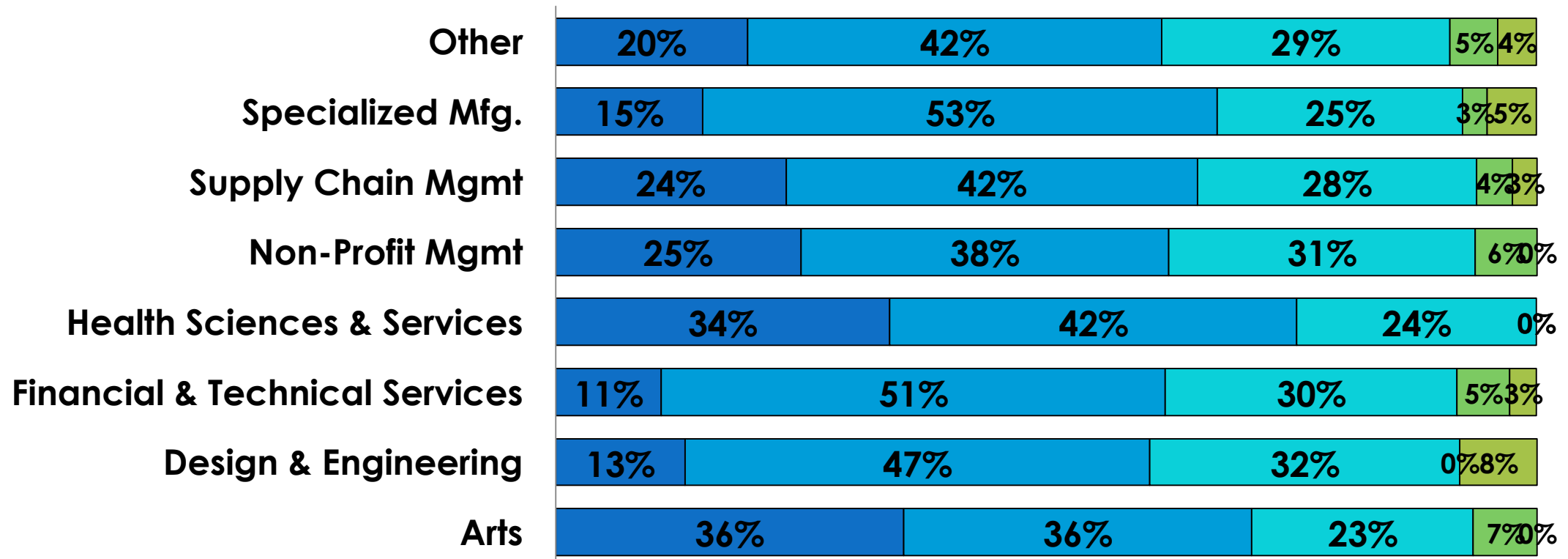




# Biz Survey Satisfaction by Industry Sector

## By Industry Sector

■ Excellent ■ Good ■ Average ■ Below Average ■ Poor

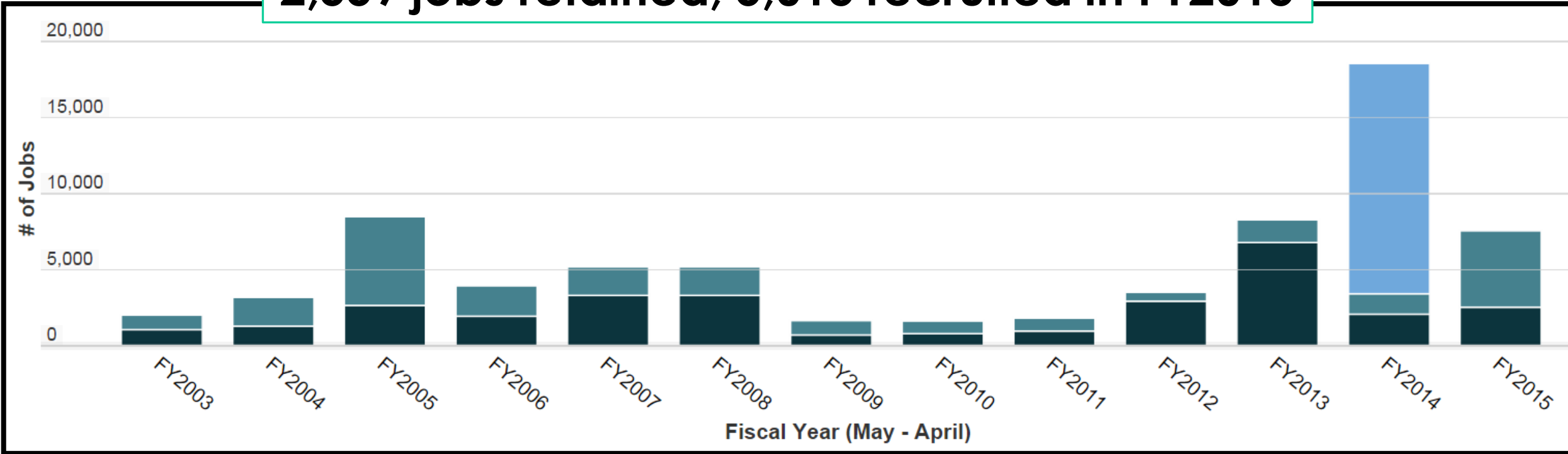


Source: EDC Business Survey (ETC Institute)

# EDC Activity – Jobs Retained/Recruited

Number of Jobs Retained    Number of Jobs Recruited    Cerner Jobs Announced

**2,559 jobs retained; 5,015 recruited in FY2015**



These 7,000 jobs contributed to the overall 3% increase to total jobs in Kansas City to 416,197.



# Total Jobs

The 7,000 jobs recruited/retained by EDC contributed to the overall 3% increase to total jobs in Kansas City between 2014 and 2015 (416,197)

## Kansas City's Unemployment Rate

**6.8**  
percent unemployed

[Explore the data >](#)

Lower unemployment means residents searching for jobs have an easier time finding them. No goal has been set for this measurement. These figures come from the Bureau of Labor Statistics.



## Average Annual Wage

**65,688**  
dollars

[Explore the data >](#)

Average annual wage data shows how jobs translate into income for the City's residents. Growth in this figure represents increased economic opportunity for residents and an increased tax base for the city. No goal has been set for this measurement.



## Total jobs

**416,197**  
jobs

[Explore the data >](#)

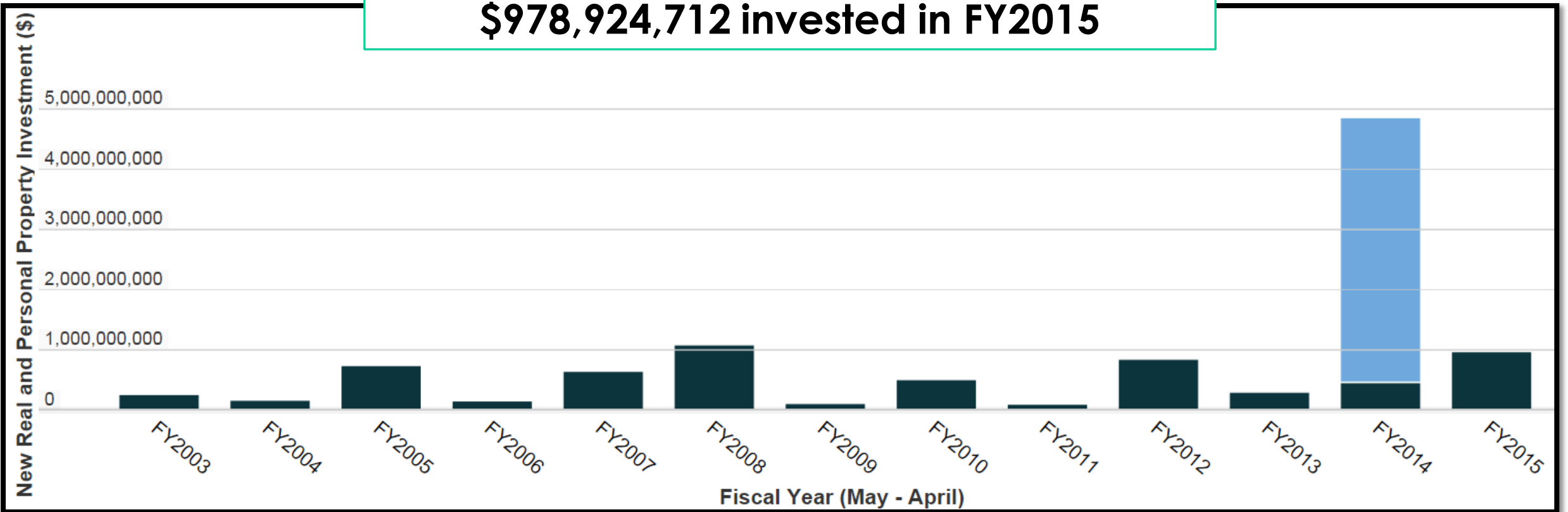
Total jobs signifies increased economic opportunity for residents and businesses alike. Kansas City's total employment has remained stable over time, but there was a 3% increase between 2014 and 2015.



# EDC Activity - Investment

■ New Real and Personal Property Investment ■ Cerner Announced Investment

**\$978,924,712 invested in FY2015**



# EDC Contract Quarterly Performance Indicators

AdvanceKC Strategy	Measure	FY2015
Target Sector Support	Announced Projects	31
	Jobs from Announced Projects	5,091
	Existing Business Visits (FY Target = 222)	245
	Investment for Business Development Activities	\$156,516,810
Urban Land Use and Revitalization	Approved Projects	28
	Jobs from Redevelopment Projects	2,483
	New Investment for Redevelopment Activities	\$822,407,902
Business Climate	Satisfaction with KC as a Place to do Business	93%
	Local Tax Incentives Approved	\$188,479,960
	Ratio of Investments to Incentives	4:1
Innovation and Entrepreneurship	SBA 504 Loans Closed (\$ and #)	\$0 (0)
	Revolving Loans Closed (\$ and #)	\$59,000 (2)

# Going beyond capital investment & jobs...

## ○ Proposed new metrics:

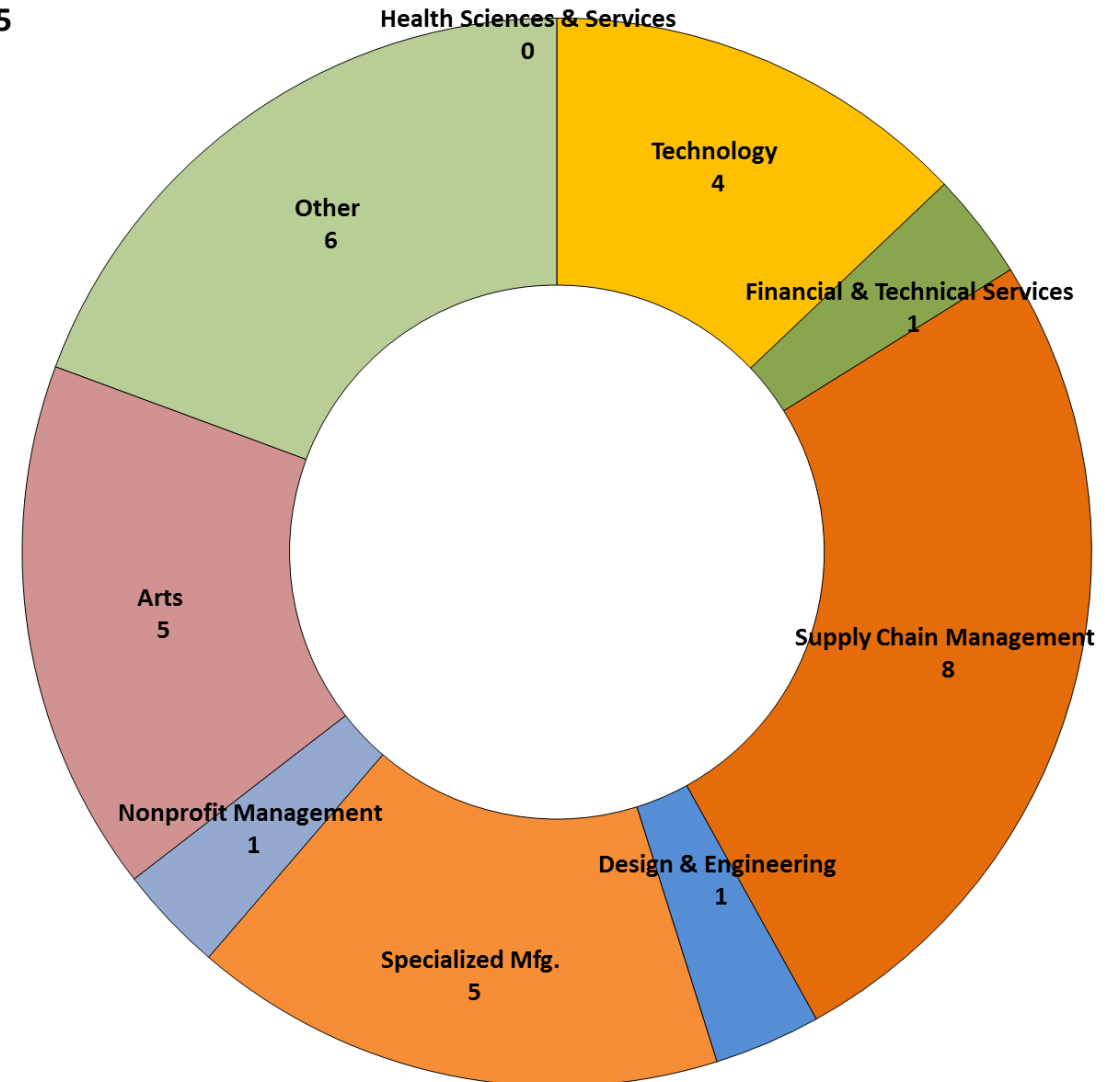
### ➤ Already tracking

- Target sector-assisted projects
- Leverage ratios
- Average wage of assisted project
- VC-funded deals (ecosystem development)
- Exits/IPOs

### ➤ Goal to track moving forward

- Start-ups
- Exports
- Licensing/patent activity

Assisted Projects by Sector  
FY2015



# Going beyond capital investment & jobs...

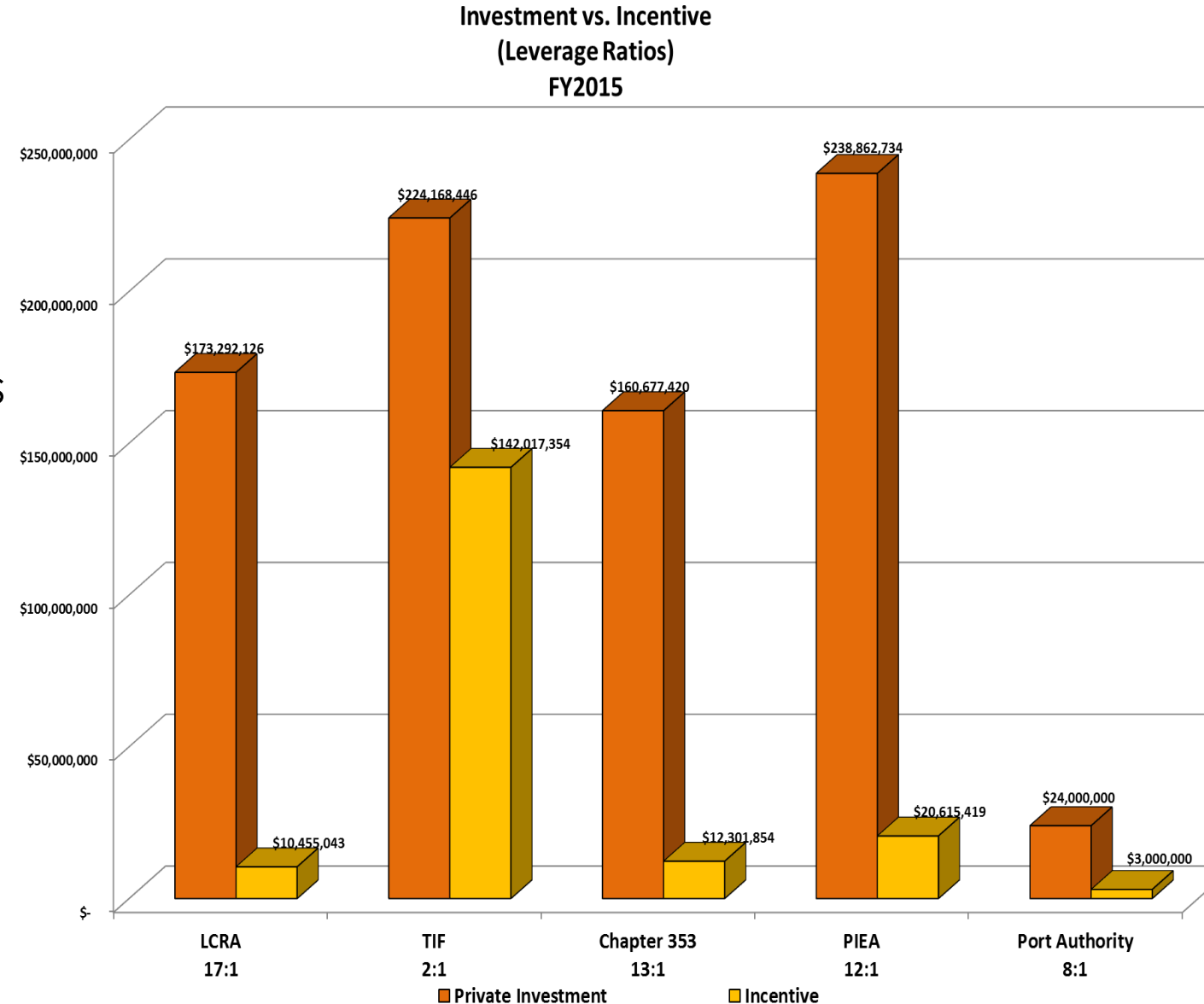
## ○ Proposed new metrics:

### ➤ Already tracking

- target sector-assisted projects
- leverage ratios
- average wage of assisted projects
- VC-funded deals (ecosystem development)
- Exits/IPOs

### ➤ Goal to track moving forward

- # start-ups
- exports
- licensing/patent activity



# Alignment of AdvanceKC & KC Rising

1. Arts & Leisure
2. Business Climate
3. Connectivity and Collaboration
4. Infrastructure Development
5. Innovation & Entrepreneurship
6. Mobility
7. Public Safety
8. Talent Development & Education
9. Target Sector Support
10. Urban Land Use & Revitalization



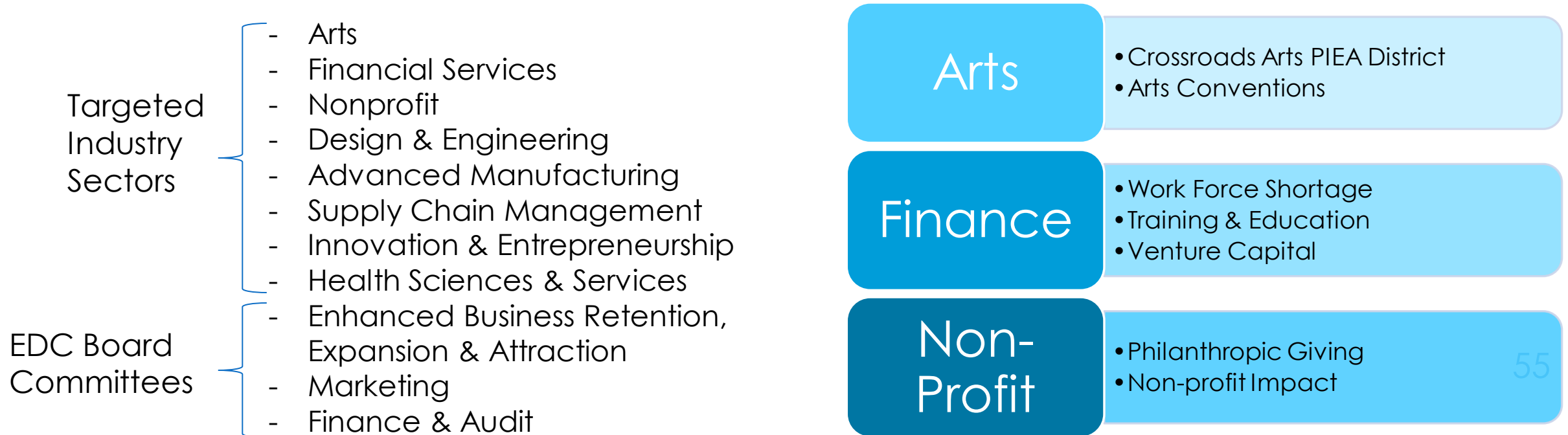


# AdvanceKC Strategy Monitoring

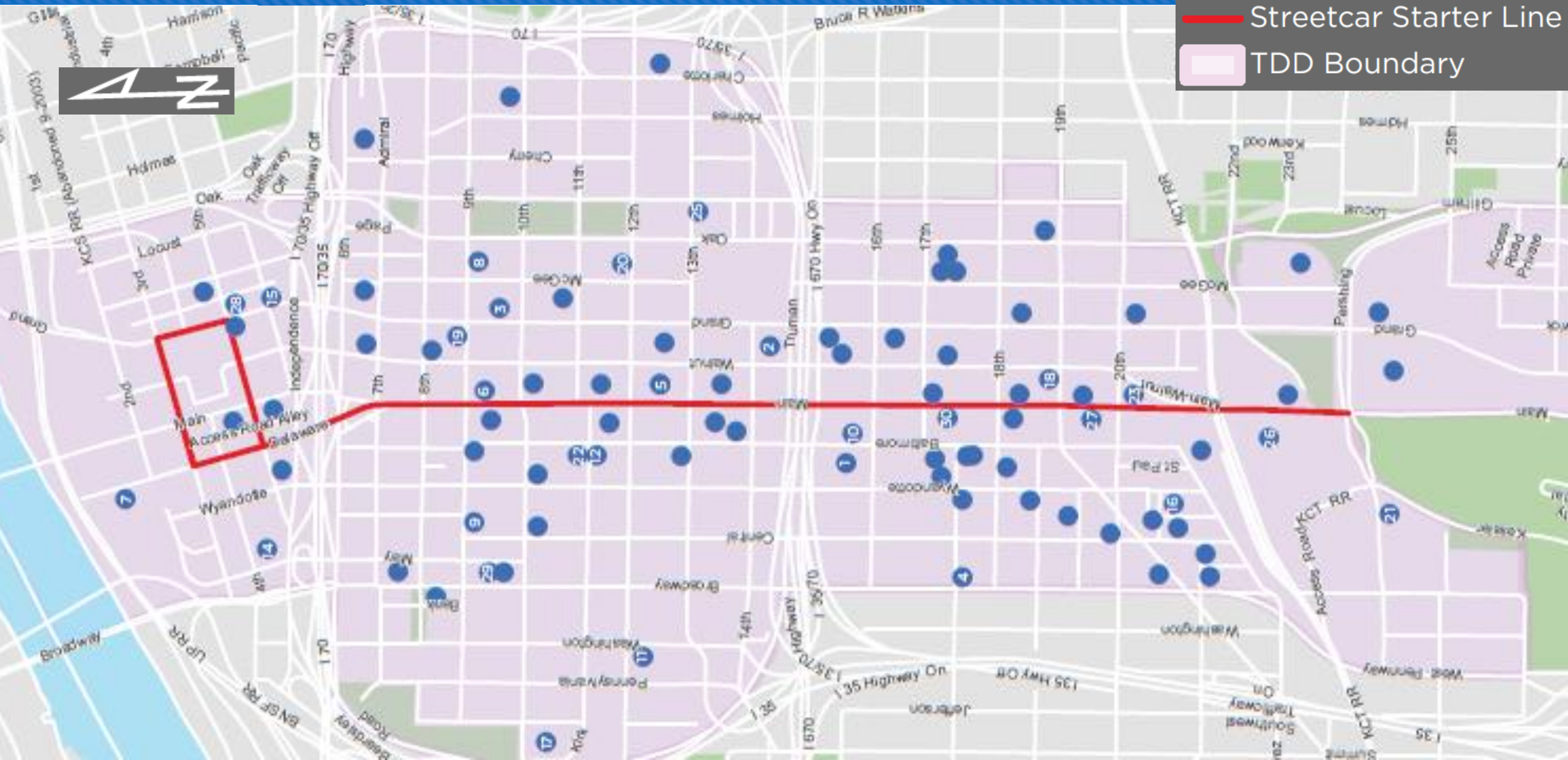
Arts & Leisure	→	Planning & Economic Development KCStat
Business Climate	→	Planning & Economic Development KCStat
Connectivity & Collaboration	→	EDC Advocacy Council
Infrastructure Development	→	Infrastructure KCStat
Innovation & Entrepreneurship	→	Planning & Economic Development KCStat
Mobility	→	Infrastructure KCStat
Public Safety	→	Public Safety KCStat
Talent Development & Education	→	Monitored by outside agencies
Target Sector Support	→	Planning & Economic Development KCStat
Urban Land Use & Revitalization	→	Planning & Economic Development KCStat

# Advocacy Council & Target Sector Support

- Monitor the implementation of AdvanceKC strategic plan
- Advocate for the EDC and Kansas City
- Committee structure focuses on the City's targeted industry sectors



# Development Projects in the streetcar TDD





# New businesses along the streetcar line

“People will take the streetcar who live in the downtown area to the River Market for lunch and dinner, and I also expect the streetcar will bring more tourists.”

Jack Nguyen, Nguyen Pho Grill



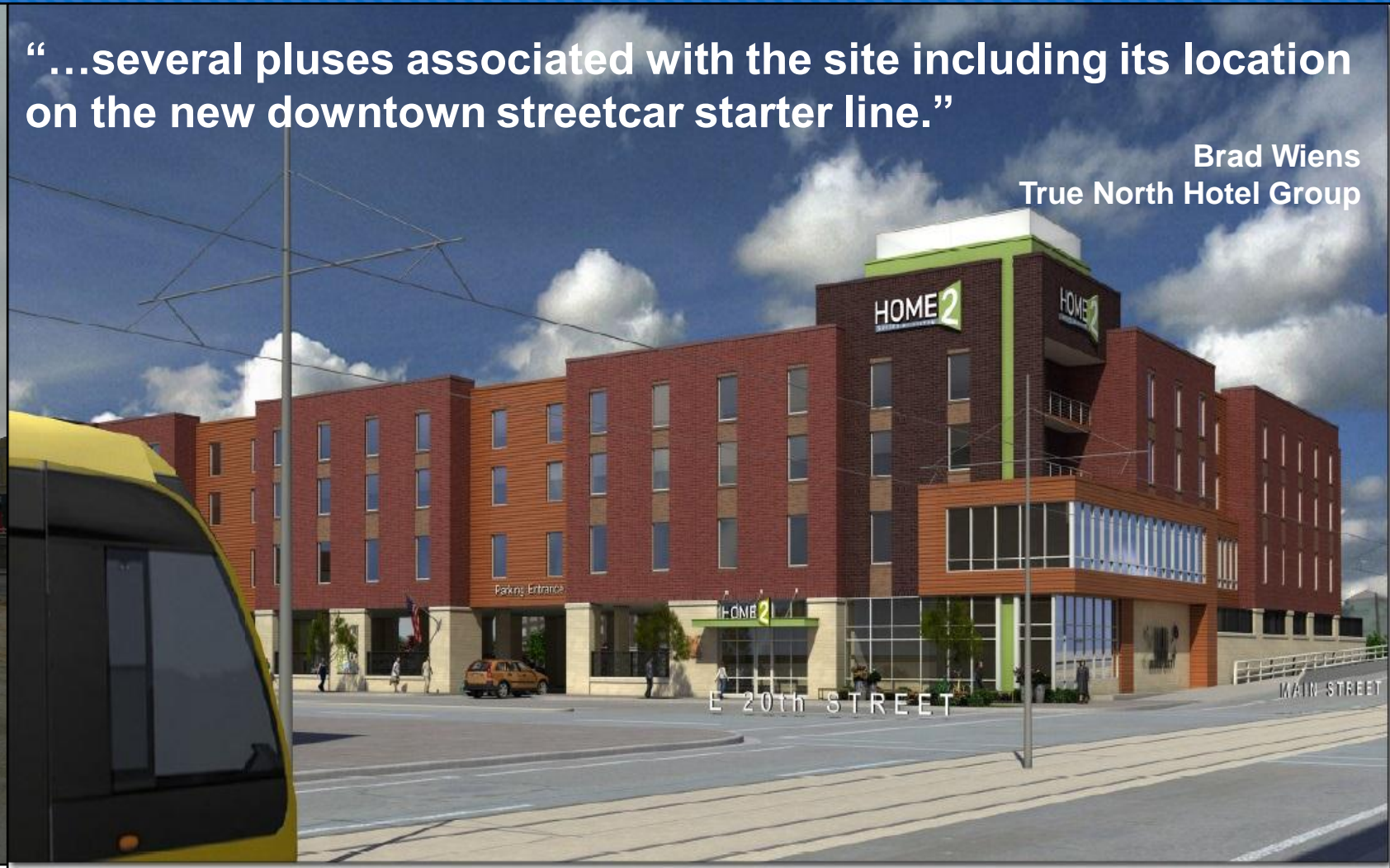


# New businesses along the streetcar line

Home 2 Suites by Hilton  
\$20 Million  
114 rooms

“...several pluses associated with the site including its location on the new downtown streetcar starter line.”

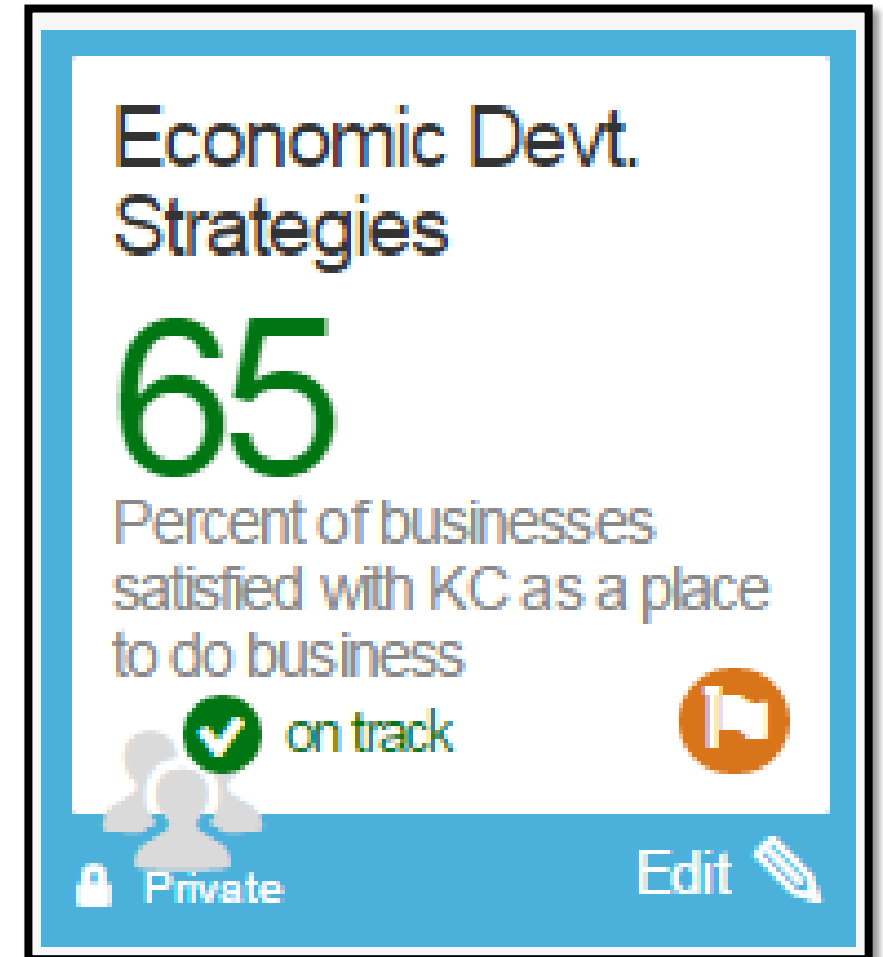
Brad Wiens  
True North Hotel Group



Objectives 2, 3,  
7, 8, 9, & 10

## Objective 3

Implement programs that  
foster small business growth  
and development.

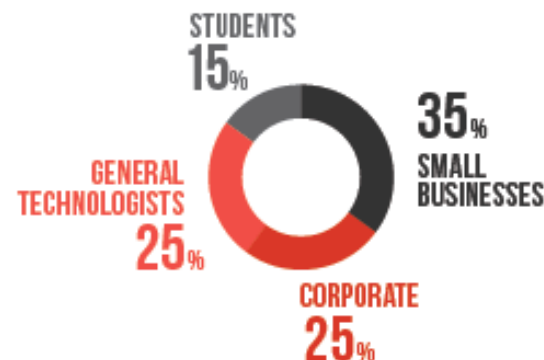


# LaunchKC & Techweek By the Numbers

## \$500,000 AWARDED TO LAUNCHKC FINALISTS

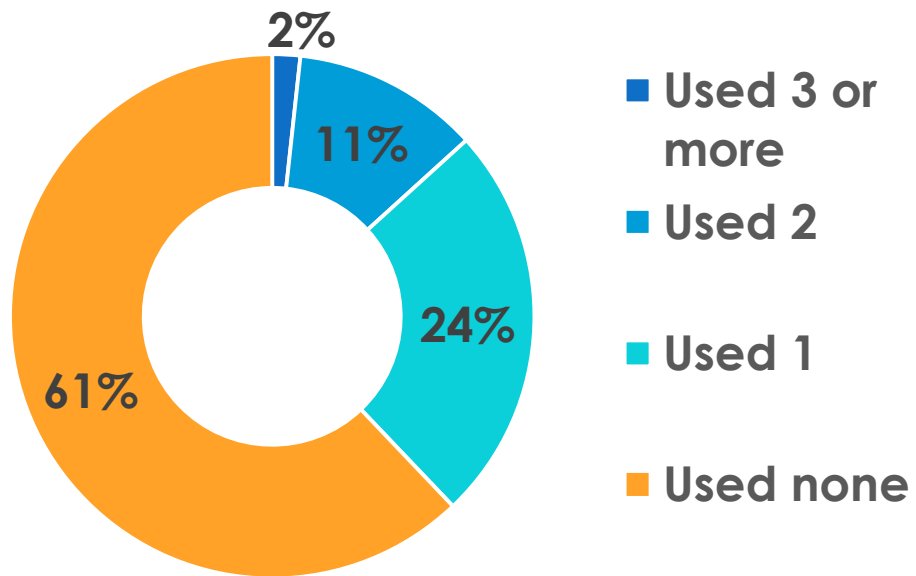


5,127 ATTENDEES



# Business Survey: Use of Business Assistance Programs

**Businesses' Use of Business Assistance Programs**

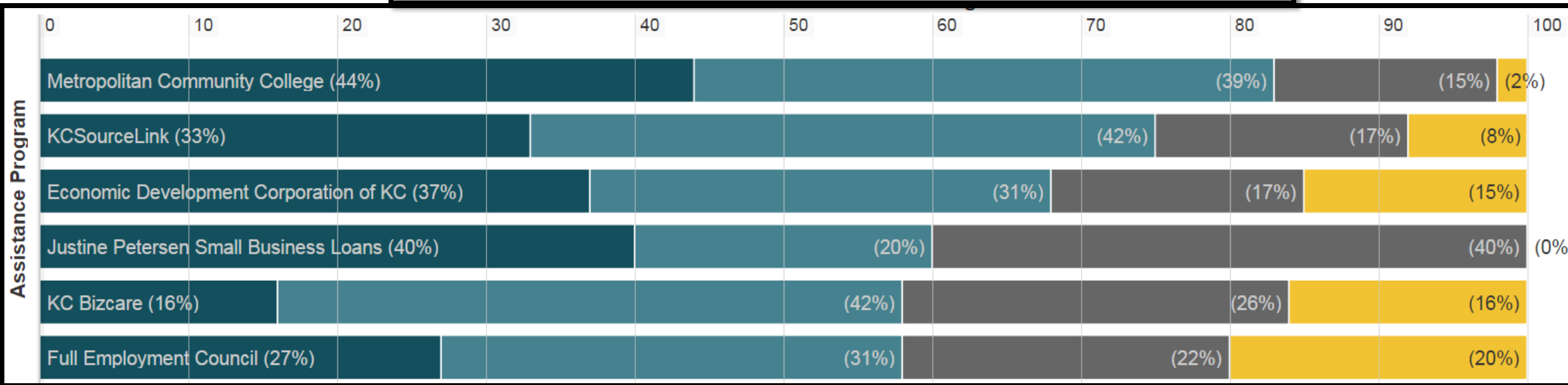


Business Assistance Program	% of Businesses who are aware of it	% of Businesses who have used it
EDC of KCMO	100%	12%
KC Bizcare	16%	5%
KC Sourcelink	18%	3%
Justine Petersen	6%	1%
Full Employment Council	54%	14%
Metropolitan Community College	81%	23%

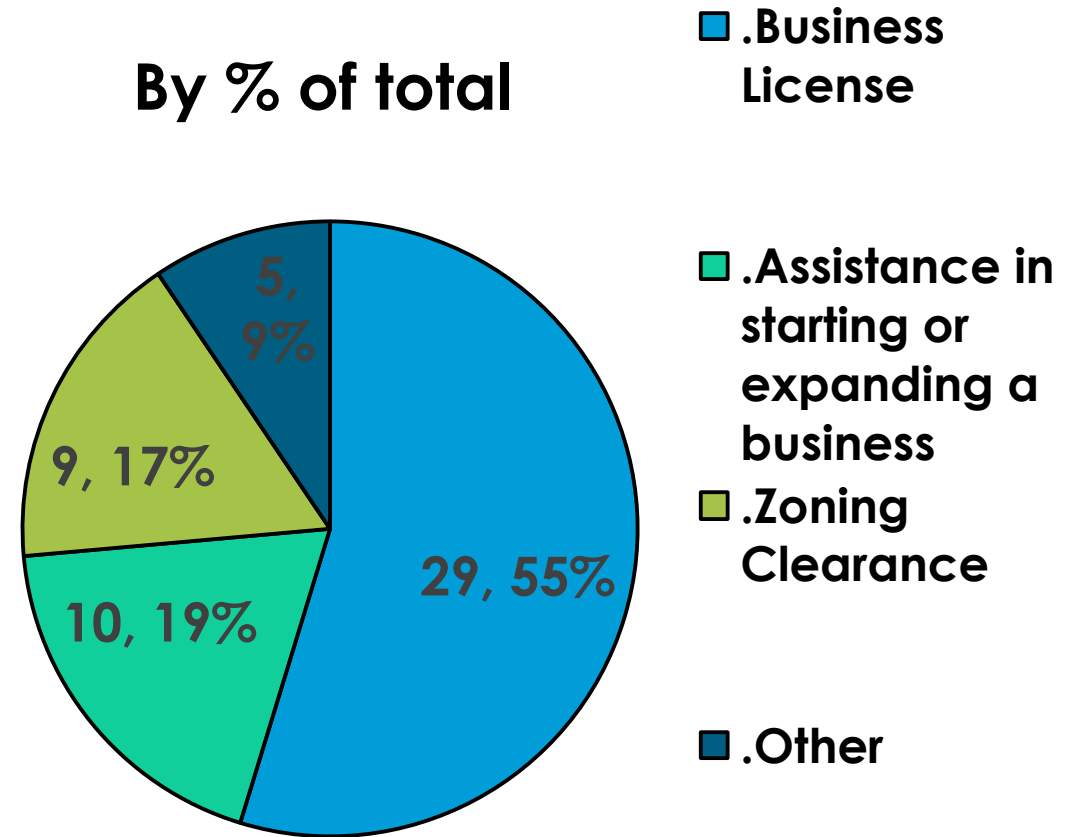
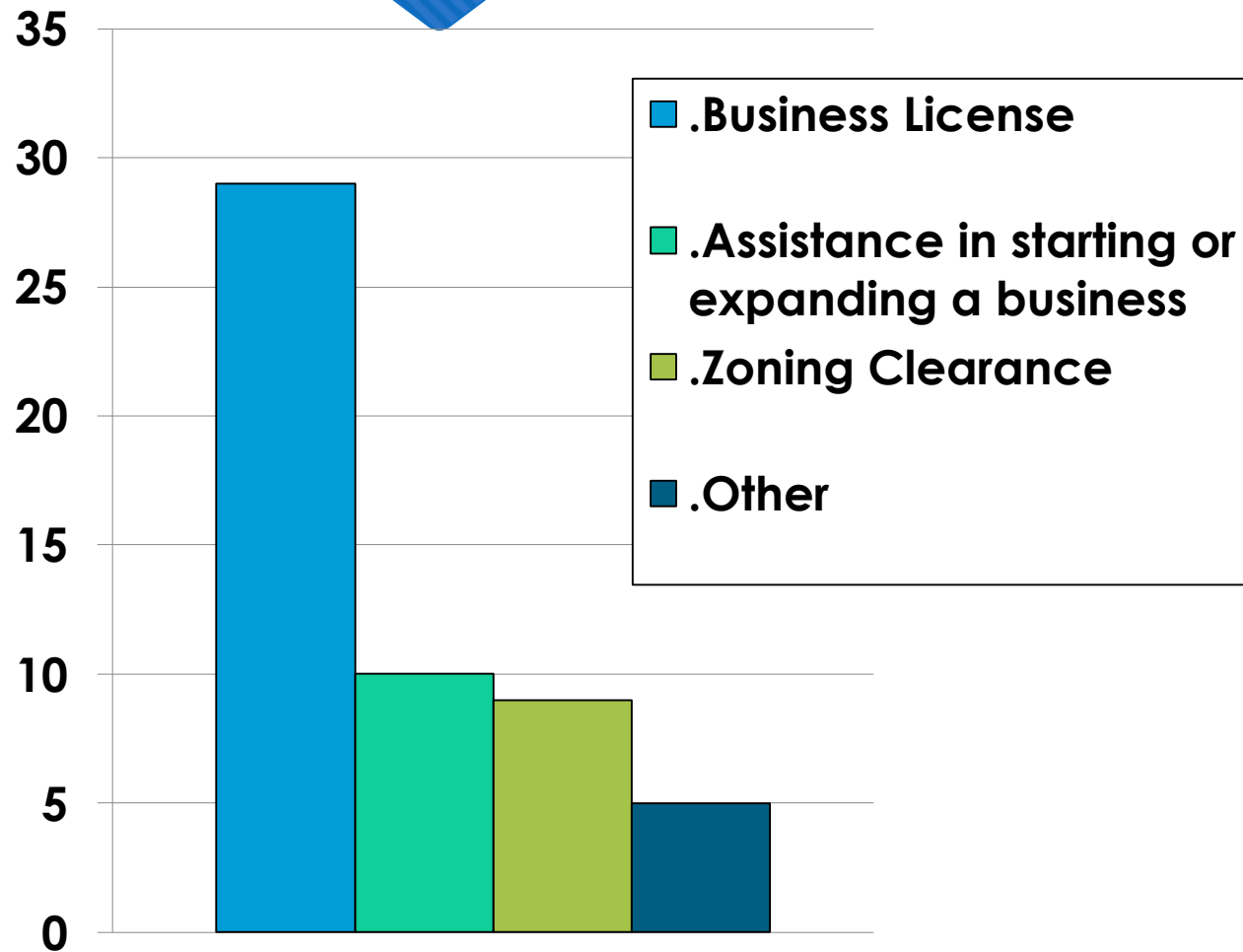


# Satisfaction with Business Assistance Centers in KC

Very Satisfied Satisfied Neutral Dissatisfied

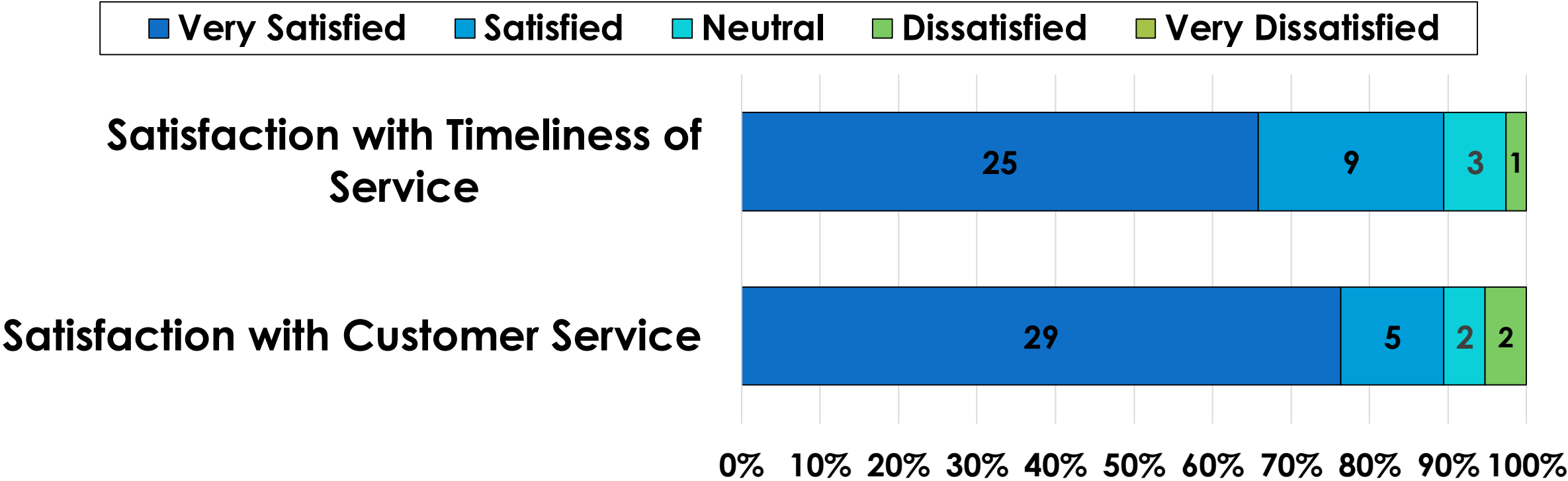


# Reasons for visiting BizCare (check all)



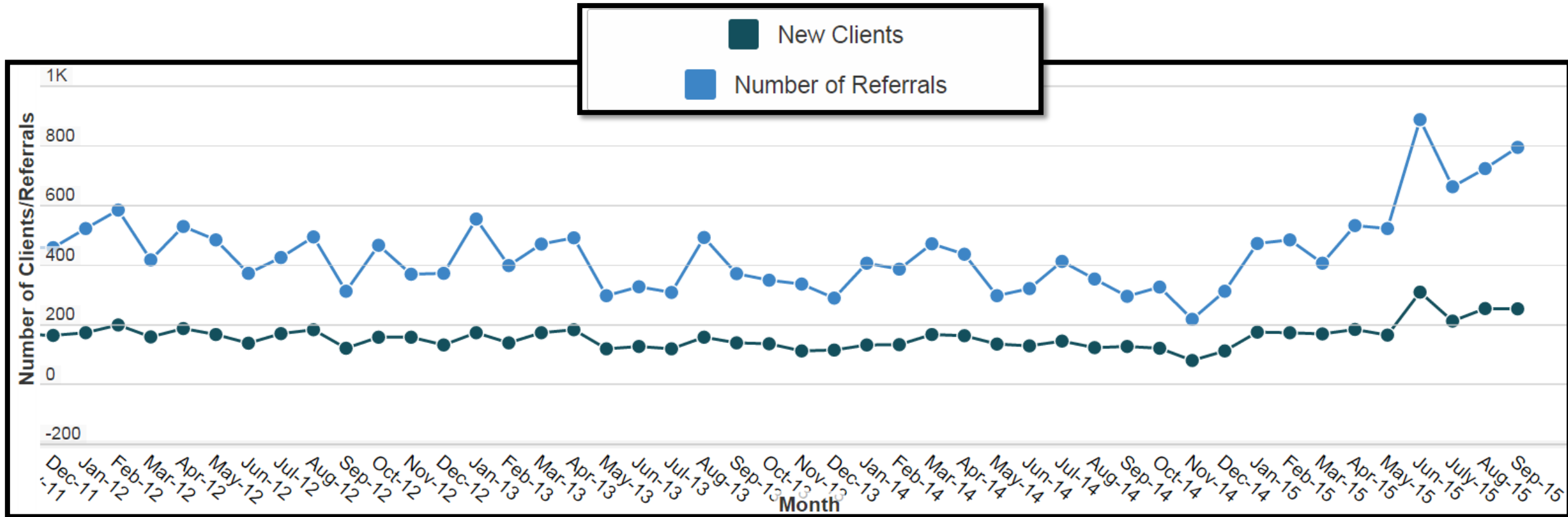
# Customer Satisfaction with BizCare

## Customer Service and Timeliness



35 of 36 respondents said that their need was addressed after contacting BizCare

# KC BizCare - Referrals



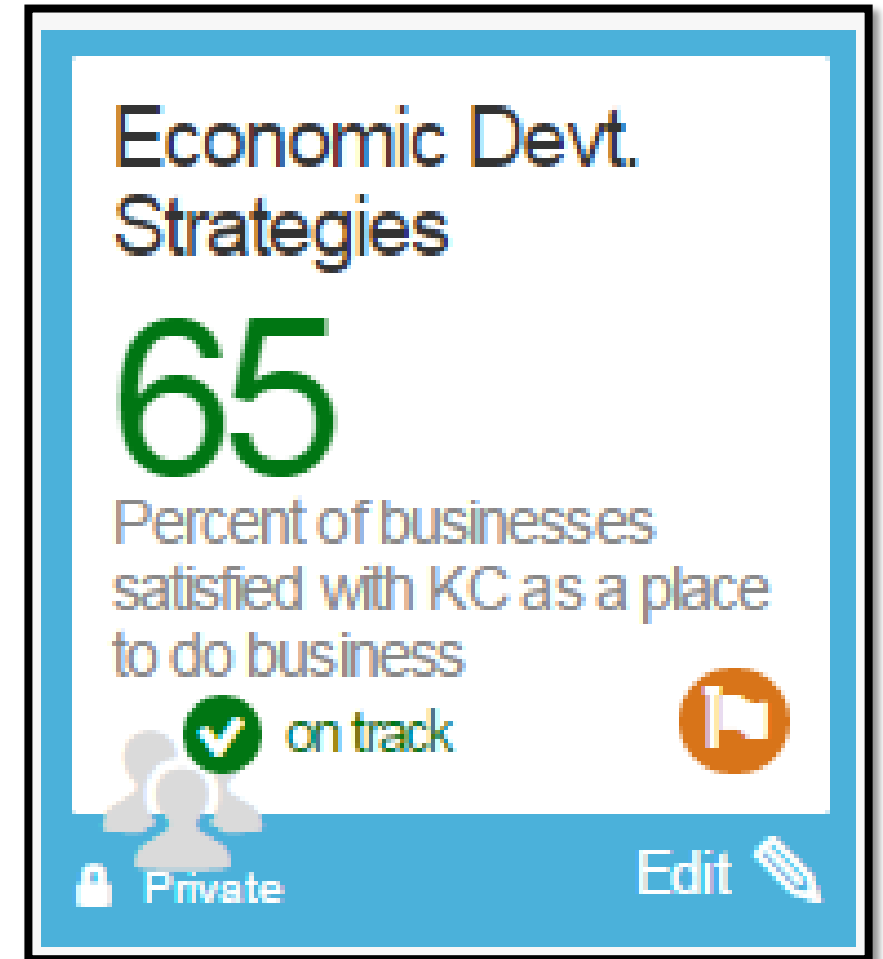
**311 New Clients in June – spike due in part to Uber drivers**



Objectives 2, 3,  
7, 8, 9, & 10

## Objective 7

Utilize arts-based strategies  
to support the creative  
sector in fostering economic  
and community  
development.



# KCMO Arts Convergence Plan

**Objectives 7 directly reflect recommendations from the Council-adopted Arts Convergence Plan:**

GOAL 8. Create a Signature Festival focused on the region's artists and cultural organizations, highlighting Kansas City, MO's arts, culture and creativity.

GOAL 10. Provide more comprehensive information to residents and workers about available arts and cultural activities and resources.



KCMO ARTS CONVERGENCE

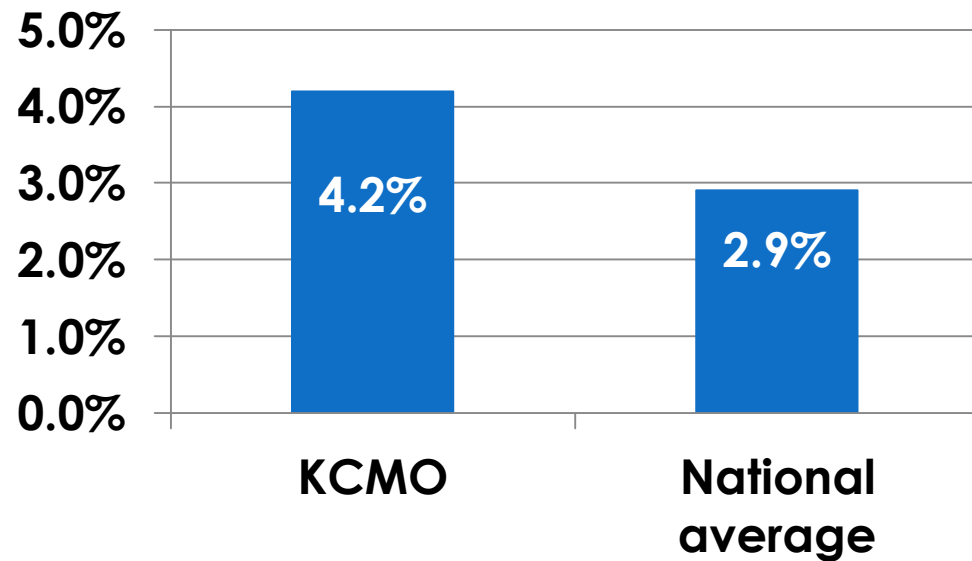
*BECOMING A 21ST CENTURY CULTURAL CENTER*

FINAL PLAN

NOV  
2013

# Arts & Economic Prosperity Study

Arts-Related Businesses &  
Creative Industries



Nonprofits arts and culture organizations are a \$273 million industry!

## Why is a strong creative economy important?

1. Gives KCMO a competitive edge.
2. Attracts residents
3. Attracts tourists
4. Attracts a well-educated workforce
5. Enhances property values of business
6. Enhance a city's cultural identity
7. Increase the tax base for the region

# Arts Convergence Strategies & OCCS Programs

## Arts Convergence Plan – Goal # 8 & #10 strategies:

### **8 | CREATE A SIGNATURE FESTIVAL FOCUSED ON THE REGION'S ARTISTS AND CULTURAL ORGANIZATIONS, HIGHLIGHTING KANSAS CITY, MO'S ARTS, CULTURE AND CREATIVITY.**

8.1 | Support and curate existing festivals toward a longer-term goal of developing a communitywide arts and cultural festival celebrating and promoting Kansas City, MO's arts and cultural organizations, arts-related businesses, creative people and cultural identity.

### **10 | PROVIDE MORE COMPREHENSIVE INFORMATION TO RESIDENTS AND WORKERS ABOUT AVAILABLE ARTS AND CULTURAL ACTIVITIES AND RESOURCES.**

10.1 | Create a communitywide arts and cultural marketing program, in collaboration with existing marketing efforts, to improve residents' access to information and messaging.

10.3 | Improve access to existing online directories of Kansas City, MO's creative community, including nonprofit arts and cultural organizations, arts-related businesses, artists, and other cultural resources (e.g., recreation programs, neighborhood cultural activities, student groups, etc.).

## OCCS Programmatic Activities:

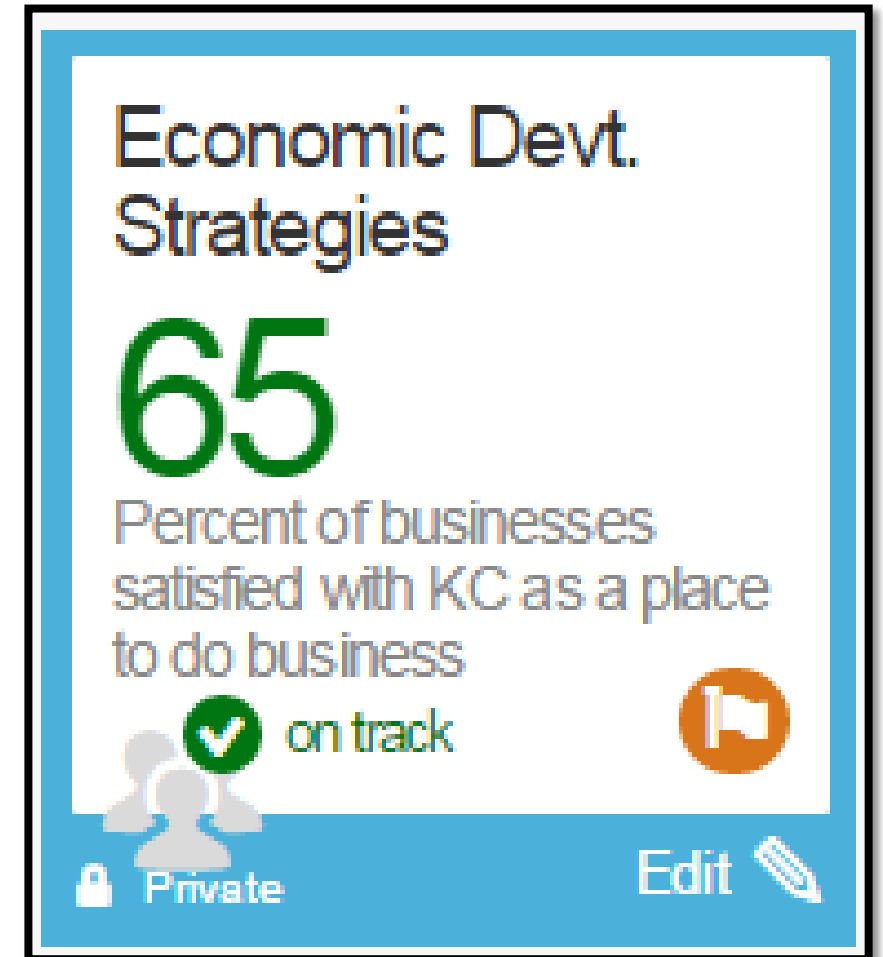
- **NTDF funding program** ✓
- **Film Incentive Program**
- **Marketing Initiative** – a partnership with Visit KC and Arts KC (i.e. regional arts calendar)
- **Creative City Making** – City of KCMO Artist in Residence Program (*Contingent upon 2017 grant funding*)



Objectives 2, 3,  
7, 8, 9, & 10

## Objective 8

Increase support for  
economic prosperity of the  
creative sector.



# KCMO Arts Convergence Plan

**Objectives 8 directly reflect recommendations from the Council-adopted Arts Convergence Plan:**

GOAL 1. Enhance leadership and funding for Kansas City, MO's arts and culture sector.

GOAL 5. Enhance services and opportunities for individual artists.

GOAL 9. Increase support for economic development of Kansas City, MO's creative sector.



**KCMO ARTS CONVERGENCE**

*BECOMING A 21ST CENTURY CULTURAL CENTER*

FINAL PLAN

NOV  
2013

# Economic Prosperity of the Creative Sector

This objective is specific to **growing, sustaining,**  
and **attracting the creative sector.**



## Micro-Loan for Artist Program

- A pilot program was launched in June to support Kansas City arts-related businesses through short-term loans
- A \$25,000 loan pool, administered through Justine Petersen, was extremely popular and has already been utilized in full
- Due to the clear need for gap financing for small creative businesses, another, larger program will be announced soon....stay tuned!



Source: KC Bizcare

# Arts Convergence Strategies & OCCS Programs

## Arts Convergence Plan - Goal #9 & #5 strategies:

### **9 | INCREASE SUPPORT FOR ECONOMIC DEVELOPMENT OF KANSAS CITY, MO'S CREATIVE SECTOR.**

- 9.1 | Develop a creative economy plan for Kansas City, MO's creative sector.
- 9.2 | Convene people and businesses in Kansas City, MO's creative sector, including individual artists.
- 9.3 | Expand the current funding program for nonprofit arts and cultural organizations in Kansas City, MO.
- 9.4 | Promote communication and cooperation among community leaders involving arts and culture policy and investment.
- 9.5 | Encourage and facilitate placement of artists on City Boards, Commissions and other leadership bodies.
- 9.6 | Embed artists in planning projects and initiatives in City agencies, such as Planning and Development, Public Works, and the Parks and Recreation Departments.

### **5 | ENHANCE SERVICES AND OPPORTUNITIES FOR INDIVIDUAL ARTISTS**

- 5.1 | Celebrate and feature individual artists throughout implementation of this plan.
- 5.2 | Partner to provide fellowships and project grants to individual artists.
- 5.3 | Convene artists and provide opportunities for artists to connect with the broader creative sector.
- 5.4 | Increase the availability and breadth of professional practices training for artists.

## OCCS Programmatic Activities:

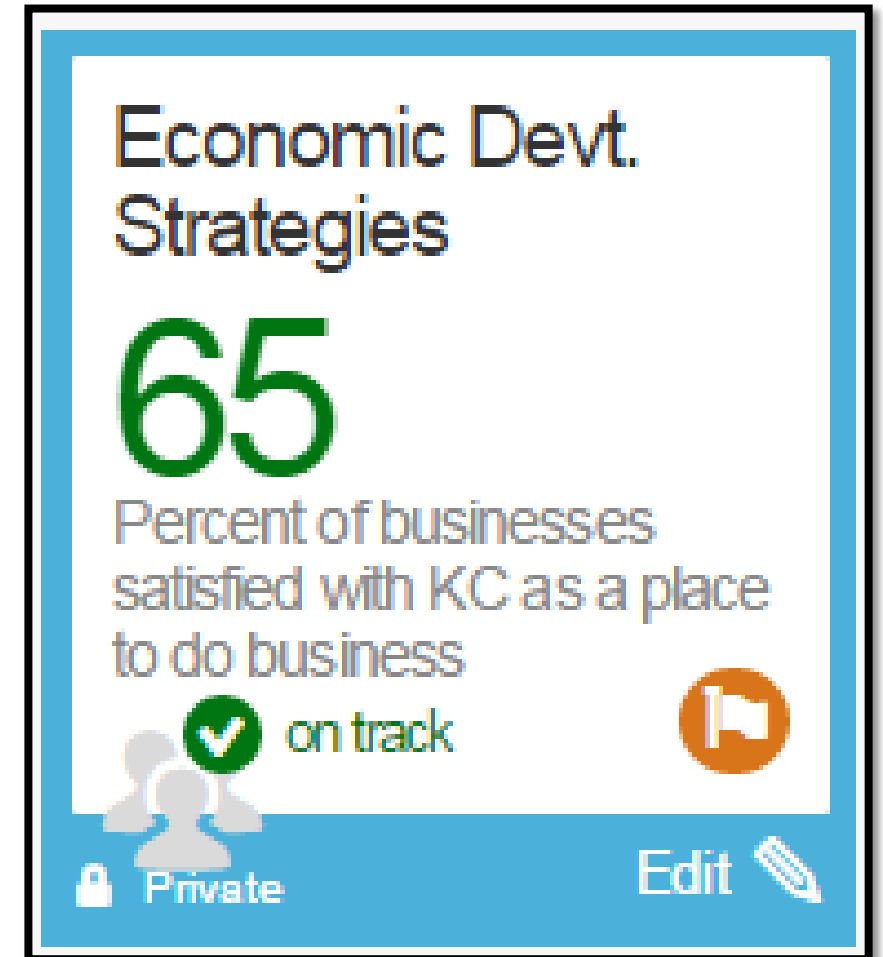
- **Micro-loan for Artist Programs** ✓
- **Artist Inc. Third Space** – professional development speaker series (2016)
- **Art in the Loop** – artist commissioned temporary public art ✓
- **Downtown Cultural Saturday / Streetcar launch** – Marketing/Outreach strategy



Objectives 2, 3,  
7, 8, 9, & 10

## Objective 9

Develop a digital inclusion strategic plan for the City's part in the Kansas City Coalition for Digital Inclusion.



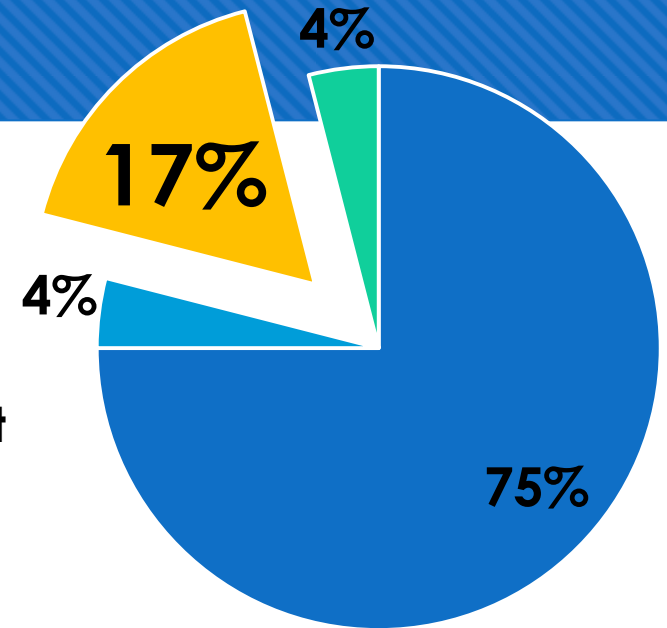
# Digital Inclusion

## Do you use the internet?

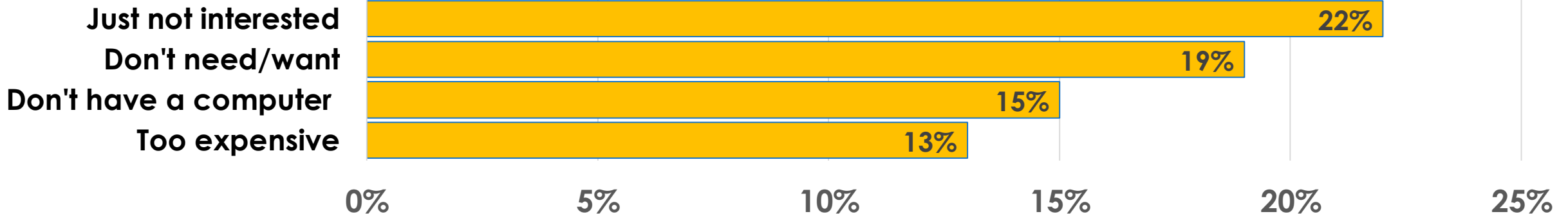
### Of the 17%:

- **44%** are 65 or older
- **46%** are African-American
- **42%** make less than \$25k a year
- **64%** have only a high school education

- Yes, I've got broadband
- Yes, but not broadband
- No, I don't use the internet
- Other



### Of the 17%, the main reason non-users don't get online



# Why is Digital Inclusion Important and What Are We Doing About It?

## ○ Why does the City need a Digital Inclusion Strategic Plan?

- Recognizing the relevance and value of high-speed Internet access to all of our residents
- Need a policy guide to inform the City's participation in the Coalition for Digital Inclusion
- Smart City movement is identifying increasing opportunities for KC residents for economic mobility

## ○ What the City has done:

- Google Fiber deployment now passes over 210,861 households and business class service is offered
- Participation in Coalition for Digital Inclusion
- Google Fiber Community Connections at schools, libraries and community centers powering community learning centers
- Certified as an eSteward Enterprise
- Facilitating the White House/HUD ConnectHome initiative in partnership with the Housing Authority and the Coalition for Digital Inclusion

**Google's Report and further research finds that people with faster internet connections do more "high value" things on line, including:**

- Online banking and bill paying
- Research for school or work
- Increased use of search engines
- Distance learning Distance working
- Small business (homebased and storefront) and job creation
- Civic engagement

# Strategic Networks Group

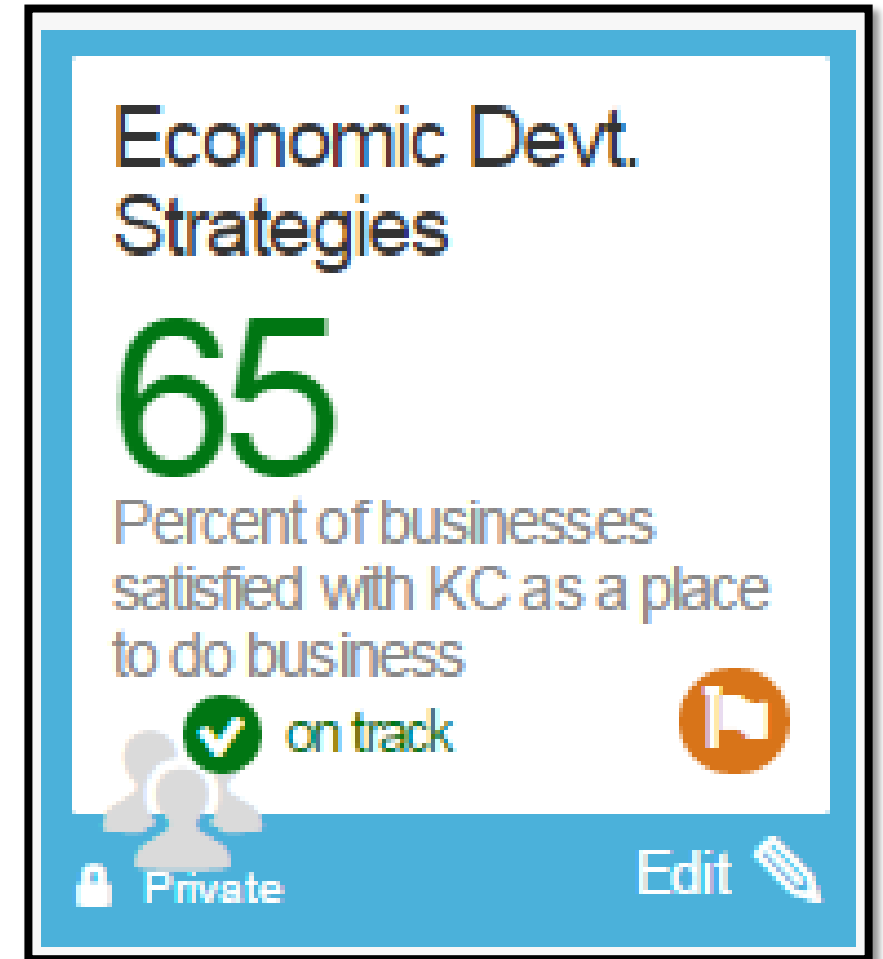
- Partnership with Strategic Networks Group (SNG) to provide local business owners with the tools they need to leverage online resources for business growth resources and guidance. The partnership will grant business owners with access to SNG's Small Business Growth Program, which is designed to educate small business owners on how to use the Internet and how to best direct limited online resources for maximum effectiveness
- SNG has surveyed tens of thousands of businesses across the nation regarding their Internet use and accompanying financial benefits. Using this data, SNG is able to compare how a business in Kansas City is leveraging the benefits of broadband connection in comparison to their peers and competitors.



## Objective 10

Analyze the current and historic use of incentives in TIF, LCRA, 353, and PIEA areas to determine the ongoing need for development assistance.

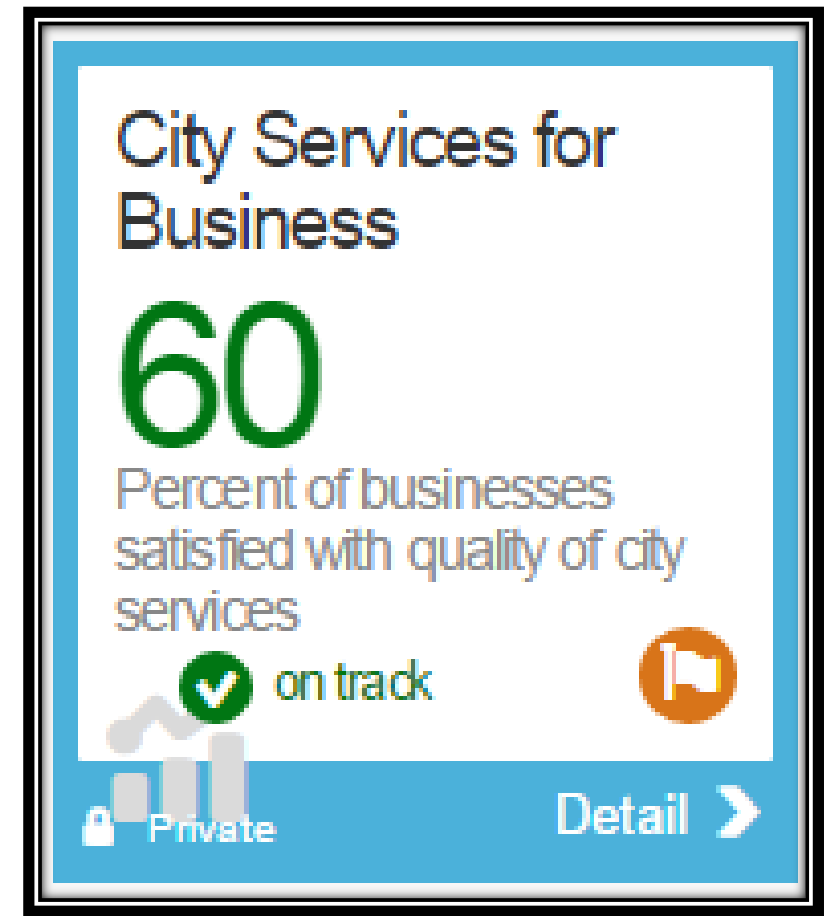
Objectives 2, 3,  
7, 8, 9, & 10



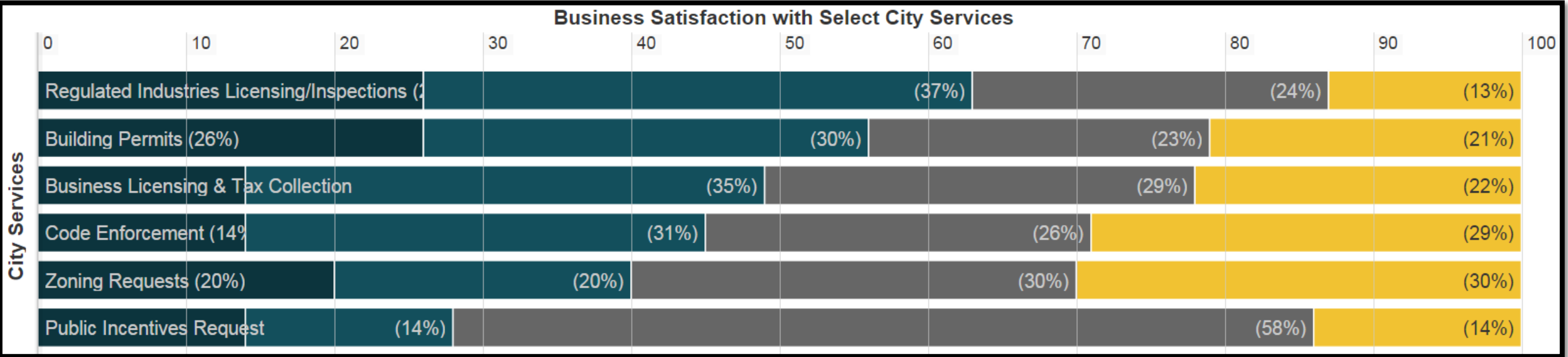
## Objective 4

Implement the City Planning and Development improvement plan in order to streamline business processes and systems

### Objective 4



# Business Satisfaction with Select City Services



# Key points and Structure for Implementing Recommendations

## Remaining Priority Areas

- Concierge Assistance
  - Completed by end of 2015
- Fifth Floor Renovations
  - In Development

Staff briefing on service analysis findings

Service analysis report distribution

Identification of staff from City departments to assist in implementing analysis recommendations

External implementation advisory committee formed

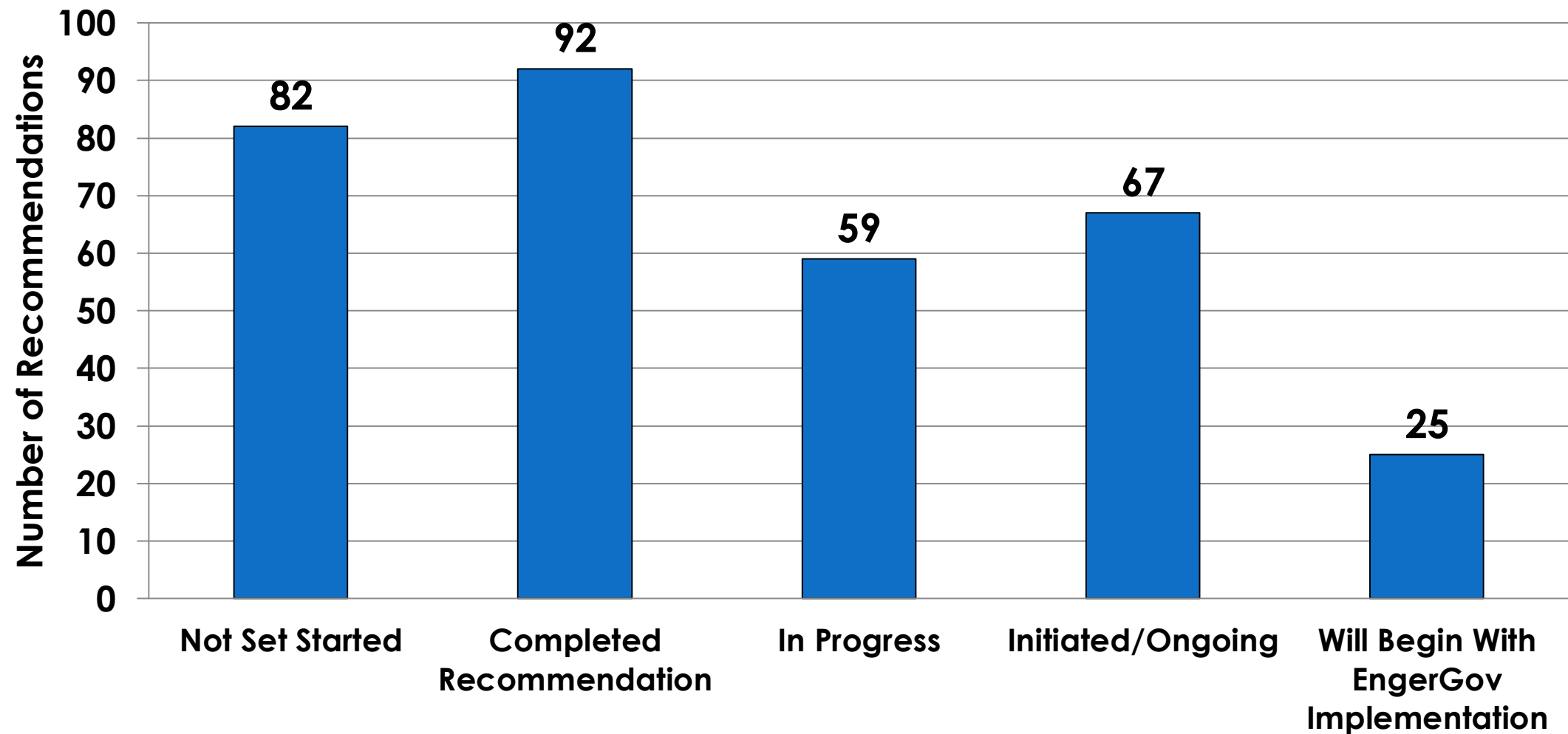
Presentation of analysis findings to groups/ organizations involved with planning and development issues

Conducting focus groups to develop / review specific strategies for service delivery enhancement

Bi-monthly reporting of implementation progress



# Status of City Planning and Development Improvement plan



# Questions?

Stay up to date on progress at [kcstat.kcmo.org](http://kcstat.kcmo.org)

#KCStat

Planning, Zoning and Economic  
Development

